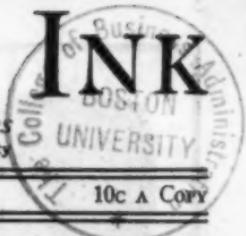


PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



VOL. CXIX, No. 11 NEW YORK, JUNE 15, 1922

10c A COPY

B. A. I. S. 1921 with
N. W. Ayer & Son

Absolutely!

ANOTHER dream has become a reality. Another barrier is burst. Another long-established dead-line has been forever erased.

In the wash goods world the term "Absolutely Fast Color" has merely meant "almost fast under certain conditions." To hope for a color that would never fade was an utopian fantasy.

Now, what ho! Here comes N. Erlanger, Blumgart & Co., Inc., New York, with a line of wash fabrics that are "Absolutely fast color," and this time "Absolutely" means unlimited, independent, unconditional, arbitrary.

Think of it—wash suits for children, wash suits for girls and women, that can be fearlessly exposed to the burning sun, or boiled in sal soda and come out smart and smiling in all their original loveliness of delicate shadings.

We are helping to convince the buyers of wash materials of the nation that this is a concrete, demonstrable fact. Makers of suits and dresses to the trade have greedily seized on Everfast Suiting. Yardage buyers have been immediate in their approval. Needless to say, Everfast is swinging into a sales stride that borders on the phenomenal.

When the appointed time comes to tell the wonderful news to consumers there will be lights in the windows of the N. Erlanger, Blumgart & Co. mills after dark.

N. W. AYER & SON ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO





CARRYING HALF THE WORLD

Every twelve months the Interborough Subway & Elevated lines of New York City carry in excess of **ONE BILLION** passengers—more than half of the entire world's population.

Millions of New Yorkers riding day after day, mount the traffic to this gigantic total. These passengers are New York's active, earning workers who buy the bulk of the city's goods.

A **SINGLE** medium reaches them **ALL**. Its cost is the minimum per thousand circulation. For big results in this big market back your goods with this mighty force.

Interborough Subway and Elevated ADVERTISING

Controlled
by

ARTEMAS WARD, Inc. 30 Union
Square
New York City

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXIX

NEW YORK, JUNE 15, 1922

No. 11

The Fundamentals of a Correct Sales Policy

How Advertising Makes Quantity Production Possible by Selling in Large Volume

By William R. Basset

President, Miller, Franklin, Basset & Company

ECONOMICALLY, the \$50,000-a-year salesman can seldom be justified. Attempts to justify him are commonly made on one of two grounds. First, that he "controls" certain accounts. Second, that even his excessive earnings are spread out very thin over the tremendous volume of his sales, and so give, after all, a very low selling cost per unit. Actually, both reasons mean that he can sell a product that ordinary men cannot.

Such high-salaried men may be good investments for concerns that need them. My point is that dependence upon personal salesmanship as reflected in excessive salaries to salesmen, indicates a fundamentally unsound business policy which precludes a lasting, profitable business. Permanent and large business successes are never built upon a hard-to-sell product.

Study of the present outstanding business successes shows that they are becoming less and less dependent upon personal salesmanship. There are as yet but few concerns that can get along without salesmen, but there are many whose salesmen are in truth merely order takers. Their real selling is done by turning out a product exactly fitted to the market in quality, utility and price, and by telling the market the facts by correctly chosen advertising methods.

Just as a man unhesitatingly chooses a doctor rather than a lawyer to treat his tummy-aches, so should a prospective buyer of a certain grade of suit, or automobile, or heating system, turn to the concern known to be the leader in its specialty. Everyone knows of several industries in which this condition already is beginning to exist.

Since this is undeniably the trend, the sound policy is to shape any business toward an ideal condition in which salesmen will be superfluous; where the product will sell itself—or, rather, where the buyer's self-interest will lead him unerringly to the one source which can best supply his need.

It is this result that advertising men seek to accomplish. While there are certain able ones who have studied all or most of the problem's phases, they have, naturally, relied mostly upon the force of publicity to create consumer demand for the product of their client—and for the client's product alone among others of the same type.

It is, of course, hardly likely that all industries will reach such a goal in our lifetime, or perhaps for many generations. My point is that with such a goal in view, not only the advertising but all of the policies of a business can be shaped toward that end, with considerable immediate betterment to the business.

Perhaps the most common complaint of everyone, from the president of a manufacturing concern straight through to the ultimate consumer, is that the cost of distribution is too high. To the manufacturer, jobber and retailer, this means that it costs too much to sell; to the consumer it means that everyone engaged in the distributive process makes too much out of it.

A little thought will show that for several thousand years there was a steady realignment of profits between manufacturing and selling. In ancient times practically the only costs and profits were those of distribution. The materials were largely raised or mined and fabricated by slave labor with the simplest of hand tools. The distributive costs were high, for it sometimes took many months or years for the product to be moved by caravan or by oar-propelled galleys from the place of manufacture—usually in Asia—to the point of consumption in Europe. In those days the only men who profited from industry were merchants—the distributors—so that when the consumer finally bought a fabric, practically all of the purchase price went to the merchant as a cost of distribution or as profit.

When, later, the workers ceased to be slaves and were paid for their work, and when still later they were grouped into factories and were aided in their manufacturing by machines and power, manufacturing cost became a factor. At the same time more powerful and faster transportation reduced the cost of getting the product from the factory to the consumer. New products which machinery made possible at once stimulated and supplied demands that had never been felt before. Advertising, too, has stimulated the demand for a product in thousands of human beings where formerly but one might have known of its existence.

This general trend lasted until perhaps fifty years ago, when efforts to improve manufacturing efficiency began to show results in lowered costs of production per unit. At the same time increased

competition brought rising costs of distribution, so that now the trend is plainly reversed and we find that the ratio between distributing costs and manufacturing costs is rising.

So that we will all be speaking the same language I want to define some terms. Under "cost of distribution" I include all charges that are incurred in getting the finished product from the factory door to the ultimate consumer. It includes two charges—the "cost of selling" and the "cost of handling."

The cost of selling includes only those charges that are incurred in the effort to get the consumer to buy *our* goods instead of a competitor's. Advertising, salesmen's salaries and expenses and all charges for service other than the simplest and most necessary are the largest items, as a rule.

The cost of handling includes all transportation charges such as freight, drayage and delivery; the cost of warehousing; and all such clerical costs as those involved in billing and in bookkeeping for sales.

DISTRIBUTION COSTS ANALYZED

The ultimate purpose of this article is to show how the cost of distribution can be brought down so that it will be but a small part of the purchase price paid by the consumer. When that point is reached the manufacturer, jobber and retailer will all join in a song of thanksgiving, for part of the saving will accrue to them.

Now the costs of handling which I mentioned can be reduced somewhat, but not eliminated. Considerable thought is being put upon haulage and material-handling problems by experts. Office machines are constantly reducing the clerical costs. Much yet remains to be done—for some of these costs are high because of the senseless buying habits which some distributors have encouraged in their customers in their panic-stricken effort to beat competition.

I have in mind a certain concern, typical of all in its industry, whose cost of handling an item is twelve cents as against a four-cent cost of selling it. This



The advertising for Aladdin Enameled Steel and Aladdin Aluminum Utensils
is prepared by this agency

THE H. K. McCANN COMPANY

Advertising

NEW YORK CLEVELAND SAN FRANCISCO TORONTO



concern's product is packed six packages to a case. Ninety-two per cent of the items billed are for less than case lots; although 73 per cent of the items fall short of the case quantity by not more than two packages. To ship a case requires merely stenciling and putting it upon a truck. A less-than-case quantity requires the additional operations of opening a case, counting onto a hand truck, recounting into another case and nailing up. Seven times out of nine the buyer of a less-than-case quantity is back for more within a month. He might better have bought a case in the first place; but he has been educated to use the supplier's warehouse service. It cost money to educate him and still more to give the service, but it resulted in getting the bulge on a competitor for the few days before the competitor installed the same system of "service."

The big savings in distribution costs, however, must come in the cost of direct selling. They will only come, as I have said, when the buyer no longer needs to be persuaded or bulldozed into buying by a high-priced, persuasive, high-pressure salesman.

At that time the only direct selling expense will be for advertising, and that expense will be spread over so vast a volume of sales that it will be a negligible part of the purchase price.

This happy goal is going to be reached by the simple expedient of constantly lowering the price for a given quality of product, and then telling the public about it in advertising. The market can be likened to a pyramid, of which the height is the selling price and the base is the total number of people who could conceivably use the product. If you cut through the pyramid near the top—that is at a high price—the market will be small. If you cut through at successively lower points the market will be increasingly large.

That is merely a statement of the economists' law of supply and demand which says that as the price goes down the demand increases. It is one of those truths which is accepted by all in the

abstract, but which is applied to business by only a few, such as Ford. Yet those who have applied it intelligently have, without exception, flourished.

So, when I say that the goal for any concern to aim at is one in which salesmen will not be needed, I am able to point to outstanding successes where that condition, or one closely approximating it, already exists. Take any of the mail-order houses which, although they have recently sustained heavy losses on their inventories, have achieved remarkably low selling costs. Some of them are not only distributors but manufacturers. They have eliminated salesmen, first, by quantity production, which has reduced manufacturing costs to a very low figure; and, second, by effective advertising, which acquaints a very large audience with their low prices. The advertising has been effective enough to result in large volumes of sales, which make the quantity production possible.

The manufacturers of tobacco products, food products and some others closely approximate this nearly ideal condition. Their salesmen's function is not primarily to sell but to be on the job in the retailer's store when the retailer is ready to place an order, in order to forestall the possibility that the order may go to a competitor.

TRACING SALES PROBLEMS TO THE FACTORY

The selling problem starts with the factory. He who would lead must study every process until he is certain that it is being done in the best and least expensive way. Production must be planned so that all machines will be kept active and will earn their keep all the time.

One concern with which I am familiar solved its selling problems—and they were considerable—within the four walls of its plant. This concern manufactures a part entering into nearly every automobile. It had a half-dozen or more competitors which caused it a great deal of trouble and worry. In fact, the management considered that the only trouble lay in the sales end. A staff of

*A*N INCREASE of 33% in advertising for July is the significant record of

NEEDLECRAFT MAGAZINE

—significant because these are days of careful discrimination in buying advertising space.

"One Woman Tells Another"



Member A. B. C.

salesmen earning from six to fifteen thousand dollars a year was felt to be necessary in order to overcome by force of personality, their competitors—whose salesmen were also charming men.

Such importance was attributed to the value of salesmen that the management of this business actually seemed to feel more elated at stealing a star salesman from a competitor than it did at landing an order for 50,000 units of its product. To the outsider, the whole sales policy seemed ridiculous. It was apparent that time spent in treating the sales department would be like applying a salve to the skin of a patient who was suffering from internal cancer.

So attention was turned to the manufacturing end of the business in order to find the solution of its sales troubles. The details of what was found and what was done would be of interest only to a factory man. Briefly, the plant was so ill-arranged that fully a third of the time of the productive workers was taken up with walking behind a truck from one place to another. Peripatetic exercise may be excellent for the health of the individual, but when done on company time it adds tremendously to manufacturing costs. It was found that some twenty gangs of men working together on an operation were so poorly organized that certain individuals in each gang had an undue amount of time for relaxation. By rearranging the work so that four men in a gang can do the work of six, a total of about \$48,000 a year was saved. Similar improvements in method gave, as a final result, a reduction in the manufacturing cost of 42 per cent.

When this saving was used to reduce the selling price, it was soon found that much less expensive salesmen could get the business. Of course, the "cut price" policy brought down the contempt of competitors, but the product was at least the equal of any, and the management took the quite common-sense view that after all it was in business to make profits and not to build up a reputation among competitors

as a good fellow.

Needless to say, the new low prices led competitors to look into their own manufacturing methods and they rapidly found many similar places where they could save. But the pioneer was not inactive and to this day—after six or seven years—is still studying its plant and the requirements of its market and so remains a jump or two ahead of competition.

Admittedly, not all concerns can cut their manufacturing costs as radically as did this one, although I doubt if there are any so efficient that no possibility of betterment exists.

PRICE QUESTION PARAMOUNT

Properly developed manufacturing costs can be made one of the most effective guides to sound selling policies. There are, however, but few concerns that have organized their cost-finding in the way to give them this information. Primarily, the value of cost figures is as a guide in setting selling prices. The question of price is of paramount importance. It is not safe to assume that the best policy is to charge all the traffic will bear. There is a critical price for any product that will return the maximum profit and it is seldom the maximum price. Cost figures are essential in determining that point.

This brings us to the market side of selling. How shall the product be distributed? Shall it be through the usual distributive chain of wholesalers and retailers? Shall the wholesaler be jumped, or shall the manufacturer even undertake to sell directly to the consumer? If the jobber is used, shall the manufacturer sell only to the jobber and rely entirely upon advertising to move the goods through the rest of the distributive processes, or shall he have his own men calling upon the retail trade, selling to them and shipping through the jobber?

Obviously, it is impossible to discuss all of the possible ramifications of this problem of what distributive channels to use. Each business is somewhat different from every other business. The

(Continued on page 167)

Selling at two cents,
with 32 pages of real
news and 8 pages of
beautiful Art Grav-
ure, the Brooklyn
Standard Union
issued a new type
of Sunday "NEWS"
paper on June 4.

No Features, Padding,
Ancient History or other
form of drowsiness—
nothing but news.

Live advertisers please
take notice.

R. P. R. Newellman

Bringing the Consumer into Anniversary Advertising

How 1847 Rogers Bros. Extended Its Seventy-fifth Anniversary Campaign

CAN an advertiser make the fact that he has been in business ten, twenty or thirty years, of special significance to the consumer?

Ordinarily, the customer is apt to feel that the anniversary is a lovely idea and all that—he or she is glad to know that the concern which makes the article has been in business ten or fifty years—but that there is nothing particular to be done about it until the consumer needs a new article at which time he will try and remember about the anniversary.

In PRINTERS' INK of March 16, 1922, appeared a description of how the International Silver Co. made the seventy-fifth anniversary of "1847 Rogers Bros." an advertising and sales theme for its 1922 advertising campaign. The "Jubilee" idea, a company seventy-five years old, an article good enough to last that long, were featured during the early stages of the campaign. A number of special features, such as bronze medals and anniversary packages, were devised to make the silverware trade and the public feel that they had a share in the celebration. Featuring the anniversary year conspicuously throughout a campaign was shown to offer excellent advertising possibilities to advertisers generally.

An interesting development in the 1847 Rogers Bros. campaign shows another way in which the anniversary idea can be featured in the advertising so as to put the consumer, instead of the advertiser, in the center of the picture. After all, the most interesting thing to the average man or woman is something in which he or she is involved—something that affects his or her individual welfare.

The suggestion of "Anniversary Silverplate for Anniversary Gifts" was therefore embodied in the campaign. The fact was pointed

out in the advertising and literature of the company that silverplate given by members of the family on recurring anniversaries makes easy "the furnishing of the home with silverplate." The relationship between the anniversary of "1847 Rogers Bros." silverware and the various anniversaries in the lives of every reader who sees the company's advertising was made the leading feature of the appeal.

Silverware buyers are people with homes, or at least they buy for people with homes. So the "home" became the central idea in the advertising instead of the "celebration." To concentrate attention on this thought, the first advertisement shows the illustration of a living-room of a home with a number of silverware pieces superimposed upon it and the caption, "Furnishing the Home with Silverware." The text which follows points out how this is to be brought to pass by the giving of silverware on succeeding anniversaries—birthdays, mother's wedding anniversary, and so forth.

The success of the campaign during its first six months is attributed to the way in which the company has stepped out of the picture and put the consumer in. The idea is adaptable not only to the advertising of silverware but for practically every gift article as well—candy, jewelry, flowers, household furniture, perfume, silk underwear, hosiery, neckwear, and many other things.

Roy F. Irvin Joins Staff of Robert Smith Co.

Roy F. Irvin has resigned as advertising manager of the Motor Wheel Corporation, Lansing, Mich., to join the staff of the Robert Smith Company, Lansing direct-mail house. Mr. Irvin was formerly with the Evans-Ayers Company and the William N. Albee Company, Detroit, editing the "Oakland News," published by the Oakland Motor Car Company, Pontiac, Mich.

15 large advertisers

whose advertisements appear in the June issues of The Youth's Companion began by using small space

(2 inches or 4 inches)

15 years or more ago

They chose the right audience and have continued through the years to increase their trade with

The big
5+ Family of



The Youth's Companion

*Copies of the June issues showing
these advertisements will be mailed
to any advertiser on request.*

THE YOUTH'S COMPANION

Boston, Massachusetts

New York Office:
1701 Flatiron Building

Chicago Office:
122 So. Michigan Blvd.

Detroit Agency Man Heads Grape Juice Company

Fred M. Randall, head of the Detroit advertising agency bearing his name, has been elected president of the National Grape Juice Company, Inc., Buffalo, to succeed the late Dr. C. R. Truesdale, of Fremont, O.

The National Grape Juice Company is a selling organization that markets the output of its member factories, which include The Randall Grape Juice Company, Ripley, N. Y.; The Paul Delaney Company, Inc., Brocton, N. Y.; Du Belle Grape Juice Co., Inc., Silver Creek, N. Y.; The Fremont Grape Juice Co., Fremont, O.; Harris Grape Juice Co., Inc., Penn Yan, N. Y.; Pickering Company, Inc., Angola, N. Y.; Widmer's Grape Products Industry, Naples, N. Y. In addition to Mr. Randall, the other officers of the company are: C. B. Widmer, vice-president; Paul Delaney, treasurer; R. J. Lundrigan, secretary.

Newport Boiler Account for Chicago Agency

The Newport Boiler Company, Chicago manufacturer of boilers for apartments and office buildings, has placed its advertising account with the Porter-Eastman-Byrne Company, Chicago advertising agency. The company's advertising plans include the use of trade publications and newspapers.

Classified Manager of Chicago "News" Dies

Leroy J. Boughner, classified advertising manager of the *Chicago Daily News*, died June 6 in Chicago. Mr. Boughner had been with the *News* for seven years. Previous to coming to Chicago he was city editor of the Minneapolis *Tribune*.

A. S. Roberts with Lever Brothers

Arthur Stanley Roberts, until recently editor-in-chief of the sales division house-organs of The Curtis Publishing Company, Philadelphia, has become a member of the managerial staff of Lever Brothers, Limited, at London.

Davis Fish Account with Ruthrauff & Ryan

The advertising account of the Frank E. Davis Fish Co., Gloucester, Mass., is now being handled by Ruthrauff & Ryan, Inc., New York.

Coffeyville, Kan., "Journal" Appoints Representative

The Coffeyville, Kan., *Journal* has appointed the E. Katz Special Advertising Agency, New York, as its national representative.

Massachusetts Savings Banks in Co-operative Campaign

An appropriation of \$25,000 for a Statewide co-operative advertising drive to educate the public concerning the true nature of the savings bank as a mutual institution was voted at the annual meeting of the Savings Banks Association of Massachusetts on June 6.

The plan of the publicity committee, of which William C. Radcliffe is chairman, is to conduct a campaign through twenty-six weeks in newspaper space. At the same time, each local bank will be encouraged to continue its own local advertising and to tie up with the State copy. Each member bank of the association will be assessed a small fraction of its total deposits.

New National Table-Lamp Advertiser

The Jefferson Company, of Follansbee, W. Va., maker of Jefferson hand-painted table lamps, is placing an advertising campaign sectionally and nationally. The Richard S. Rauh Company, of Pittsburgh, is directing the campaign.

The Jefferson Glass Company, also of Follansbee, W. Va., maker of illuminating glassware, will start a trade-paper campaign in the next ninety days under the direction of the same agency.

W. S. Stone Returns to Reed and Barton

William S. Stone has resigned as secretary and assistant treasurer of the Gorham Manufacturing Company, Providence, R. I., and The Silversmiths Company, New York, and has returned to Reed and Barton, Taunton, Mass., where he is in charge of the advertising and publicity department.

Scripps-McRae League Buys "Indiana Times"

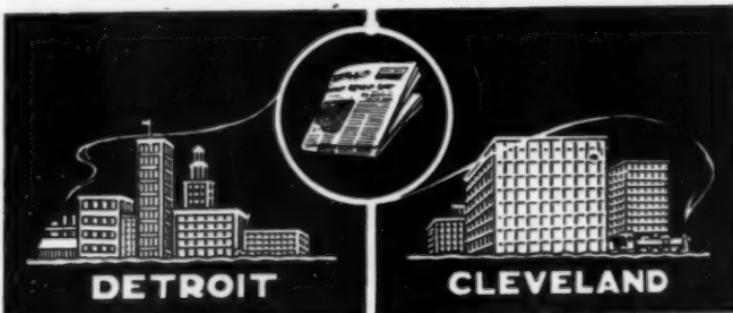
The Scripps-McRae League has purchased the Indianapolis *Indiana Daily Times* from W. D. Boyce. This is the twenty-ninth paper in the list of the Scripps-McRae League.

Pacific Coast Appointment of "The Christian Herald"

The Christian Herald, New York, has appointed Blanchard, Nichols & Cole-man as its Pacific Coast advertising representatives.

Phenix Cheese Account for J. Walter Thompson

The Phenix Cheese Company, New York, has appointed the J. Walter Thompson Co., Inc., as its advertising agency.



It is one and the same thing

If a solicitor told an advertiser that by using a newspaper in Cleveland he could cover both Cleveland and Detroit Mr. Solicitor would probably soon be sliding out the door on his coat tails.

Naturally, the advertiser wants all the business he can get in Cleveland and every possible dollar he can obtain from Detroit. He believes rightly that the people's money in Detroit is just as good as that of the people in Cleveland, and when a solicitor says concentrate on Cleveland—year in and year out—and forget Detroit, the advertiser naturally thinks his adviser is either foolish or plumb crazy. "How in the world is a buyer in Detroit going to see my copy in Cleveland? Tell me that," he would say, "and I'll listen to you, otherwise GET OUT."

Now "Dear Reader" don't pooh-pooh! and say no one in their

senses would ever suggest such a thing as that. Well then, what is the difference between that situation and a one-paper-list advertiser using only the same one newspaper year after year, in an absolute two-paper town like Buffalo.

How is the "other half" ever going to read his message, how is that advertiser ever going to get its money?

Think it over for it's worth while. THE BUFFALO TIMES does not carry the greatest volume of paid display advertising each year as a matter of chance. It's because the local merchants who know conditions and can check returns, and whose business makes the volume of newspaper advertising, appreciate the fact that THE BUFFALO TIMES is a great result-producing newspaper covering one-half the English speaking families of Buffalo who can be reached in no other way.

The Buffalo Times

NORMAN E. MACK, President, Editor and Publisher

Foreign Representatives

VERREE & CONKLIN

New York
Chicago

Detroit
San Francisco

June 15, 1922



The man who urges you to buy quickly because the price is surely going up



The man who is trying to "keep the control away from Wall Street"

The man who talks about the stock being "nontransferable"



The man who tells you how the original shareholders in other concerns got rich



The man who says the stock will later be listed on some exchange



The man who refers to some army officer or leading citizen on the directorate

"The Six Stock Salesmen to Avoid"
—from Collier's for June 17, 1922.

Now and then a well-wisher exhorts us: Be constructive. We always agree, although sometimes we wonder whether "constructive" hasn't become an impotent catchword like "efficiency" or "merchandising." So many people interpret it to mean: If you can't praise, be silent. The man who tries to be constructive without also being critical is likely to find he has erected a fine structure on a rotting old foundation.

Collier's doesn't mean to carp or rant or get picky about trifles. But we do mean to hit hard when we think in our hearts it will do some good.

Collier's
THE NATIONAL WEEKLY

Does the Out-of-town Buyer Find Your Product in Baltimore Retail Stores?

COMING by the thousands to this great wholesale buying center each year, merchant customers from an area of twenty states pay tribute to Baltimore's retail stores by making them the models, in many instances, for their own establishments at home.

That a department store like that of Stewart & Company is selling a certain new product successfully gives that product a mighty strong hold on the mind of this active merchant buyer—a point in his Baltimore distribution that the national manufacturer finds tremendously valuable.

Talking to Baltimoreans *en masse* through NEWS and AMERICAN advertising not only tells them of your product—through the spur of the reader influence of these two papers it sells your product to the very people you are most anxious to reach.

It is the combined circulation of the NEWS and AMERICAN that reaches practically every buying home in Baltimore and close vicinity every day—why not put the power of these papers behind your product on the Baltimore market and, incidentally, attract these merchant customers as well?

NEWS and AMERICAN advertising, going into practically every buyer's home in and near Baltimore, carries a combined rate for 1,000 lines or more of 30 cents daily, Sunday 35 cents; Sunday American Rotogravure, 35 cents per line flat.



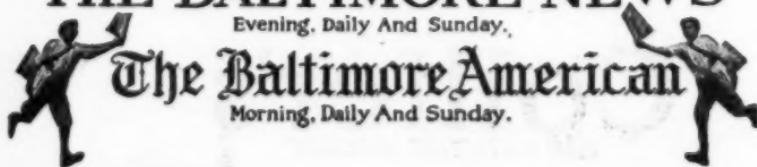
For almost twenty-five years, Stewart & Company have occupied an enviable place in Baltimore department store circles.

Their great building at Howard and Lexington streets, splendidly equipped in every way, is in reality a vast assemblage of specialty shops.

Nationally advertised goods are a prominent feature in practically every department of this establishment.

THE BALTIMORE NEWS

Evening. Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago

A New Packing Company Makes Bid for National Fame

How Six Old and Conservative Packing Concerns Came to See Advantages of Advertising

SIX packing concerns, starting as small local "slaughter houses," grew with the years to a size where their capital, if combined, would exceed \$25,000,000. They did this without advertising and strictly in accordance with the laws of natural growth. Their success, under the circumstances, shows forth a well-known business principle that is not always recognized at its true value. This is that a commodity or a business, to reach the highest measure of success in an advertising way, must have within it the inherent power to reach a certain measure of success without advertising.

On just such a basis the six companies established themselves securely and there they stood. But after all, despite the satisfactory things they had accomplished, they discovered they had risen to their opportunities in only a comparatively small way. Their financial standing was unquestioned, their local reputations constituted a most valuable asset, their products were popular. Yet they found, after reaching the degree of success just spoken of, that they seemed to have reached their dead-line.

Plainly, advertising was the force needed. In fact, it had to come if there was to be any further growth. We have with us today, therefore, Allied Packers, Inc., a new advertiser, advertising in a new way. The companies in the organization are: Chas. Wolff Packing Co., Topeka, Kans.; Western Packing & Provision Co., Chicago; Parker Webb Co., Detroit, Mich.; Klinck Packing Co., Buffalo, N. Y.; F. Schenk & Sons Co., Wheeling, W. Va.; W. S. Forbes & Co., Richmond, Va. At the head of the new concern is John A. Hawkinson, formerly of the old Schwarzchild & Sulzberger Packing Co., and later with Wilson & Company.

An advertising campaign is now in progress in a list of 120 newspapers. It has worked out so well that plans for an extension are under way.

At the beginning it was realized that the advertising had to be something different. The larger packers such as Swift, Armour, Wilson, Cudahy and the others have been advertising for so these many years, telling successively and repeatedly in sparkling copy and splendid art work of the toothsome ness, wholesomeness and palate-tickling proclivities of the "Ham What Am," the Premium bacon, various lines of food products and so on. Simply to tell the story of the goodness of Allied Packers' products was considered too slow a method of reaching the desired objective. Enough time had been lost already.

Out of this need a new advertising character was born—"Peter Porker." Peter, in a laughable silhouette form, is being introduced to the country and is made to tell his story in jingles written in the first person.

SIX COMPANIES WITH ONE BRAND NAME

The advertising is being done in each district over the name of each individual company just as if it were not a part of Allied Packers, Inc. The only change in this respect is in the brand name. All the units of the new company will market their hams and bacon under the name "Honey Brand." Lard, poultry and provisions will be known by the brand name "Good Will." A standard form of signature will be used on each advertisement—a lazy triangle including the individual company's name and under this the words "Appetizing Foods."

"Peter Porker" made his debut into smart packing-house advertising society by making this

newspaper announcement:

Peter Porker—that's my name,
Honey Brand's my claim to fame;
That's the reason for my capers—
Watch my stunts in all the papers.

And then in following advertisements Peter does all sorts of stunts peculiar for a pig. In one he is playing on a teeter board and explains in verse how he gets the pep to do this through eating

Corn and milk and food like that
Make me tender, plump and fat.

Each advertisement has a silhouette drawing of this festive pig, always going through some new performance, and introducing the verse by the line "Peter Porker Says."

The advertising is introduced in each town by making an announcement of "Appetizing Food Week." In the district served by the Parker Webb Company of Detroit, each advertisement says, "This is Parker Webb's Appetizing Food Week." Around Topeka it would be "Chas. Wolff's Appetizing Food Week," and so on.

"We insist on preserving the individuality of each company in the Allied Packers," says Robert E. Jürgens, advertising manager. "Entire financial control of all six organizations has passed to Allied Packers, Inc. But the name Allied Packers is never mentioned in our advertising. Customers of any one of the six do not know it is now an integral part of the larger organization unless they learn it incidentally. We are not trying to hide the fact, of course, but do not put ourselves out to give it publicity.

"The idea behind the policy is that the local good-will of each company is so valuable that we want to preserve and develop it. As matters now stand, each unit of this organization has behind it the prestige and force of a general advertising campaign and can get the help that can come through unified sales direction.

"The big thing to get over in an effort of this kind is the brand name. This being the same for all six companies and the presentation through 'Peter

Porker' and his jingles being identical in each case, the campaign is really national in effect although the signature is that of the local company. We think we are proceeding along a line that will establish a national reputation for



Peter Porker Says:

"Because I eat a balanced ration,
I can give this demonstration
Any time I'm in the mood.
You bet it pays to eat good food!"

PARKER WEBB'S Appetizing Food Week

has been extended until next Saturday because I'm getting so popular. So many folks have come up to shake hands with me, that I think I'll stay another week.

Don't forget—HONEY BRAND Hams and Bacon will add zest to your daily menu. This is fresh-egg bacon, too. There's nothing like crisp bacon or fragrant, tender ham with GOOD WILL new-laid eggs. Try it!

Ask Your Dealers For
HONEY BRAND Hams HONEY BRAND Bacon
GOOD WILL Eggs GOOD WILL Lard

PARKER WEBB CO.
APPETIZING FOODS

THE ACROBATIC PIG GETS ATTENTION FOR
HONEY BRAND HAMS AND BACON

our brands and at the same time allow us to capitalize to the limit on local good-will.

"We are going to make the strongest kind of effort to develop the local dealer. Our salesmen have been instructed in all angles of merchandising as applied to the retail store and will devote much attention to seeing that their customers utilize the advertising

co-operation in the way of window cut-outs, interior displays and newspaper-advertising facilities that we will supply them."

Allied Packers, Inc., will find, as Swift, Armour and the other larger packers have found, that the retailer selling that line of goods is just about the hardest proposition in the world to develop. But, backed up by its unique advertising campaign, it will produce on the basis that, while you cannot change human nature you can at least improve it.

How is the advertising working out? A perfectly natural question. Officials of Allied Packers, Inc., say they cannot trace exactly the results in the matter of dollars and cents. But they do know the business of each unit is steadily increasing and that where there was the utmost indifference toward advertising there is now corresponding enthusiasm for it.

"We feel sure we have started right," said one official, "and that our present method of advertising is going to accomplish the nationalization of our brands much more quickly than we could have done it in the conventional way. We are going to make 'Peter Porker' one of the best known among American advertising characters."

Advertising Restaurant Chain System Profits

The Waldorf System, Inc., operating ninety-five lunchrooms, most of which are in New England, reports a net profit of \$285,715 for the first quarter of this year. It served 10,245,359 customers with an average check of 27.3 cents, making a turnover of \$2,800,000. The System's profit per meal was two and three-quarter cents as against less than two and one-fifth cents for the year 1921.

The advertising experiences of this chain restaurant system were recently reported in PRINTERS' INK.

E. G. Richards Heads New Advertising Service

Ernest G. Richards & Associates is the firm name of a new advertising art service which has opened an office in New York. Mr. Richards was formerly manager of the advertising service department of The Gage Publishing Co., Inc., publisher of *Electrical Record*, *Electrical Export* and *Raw Material*.

A Definition of Advertising

A definition of advertising was set forth by R. L. Whitton, director of sales, for the Thos. Cusack Co., in an address he made before the American Association of Advertising Agencies at the Milwaukee Convention of the Associated Advertising Clubs of the World, when he said:

"Fundamentally, advertising doesn't have to be printed in a newspaper or magazine, it doesn't have to be painted on a bulletin-board or posted on a poster-board. I think we rather generally accept the fact that (judged only from the standpoint of individual effectiveness) the very best advertising of all is the personal recommendation, either oral or in written form.

"Advertising is not to sell goods. The goods must be sold whether advertised or not. Advertising functions as a means of aiding the sale, creating the background of familiarity and crystallizing that familiarity into a request for or an acceptance of the particular goods at the buying time.

"We have come to this definition:
"Advertising is a means of making friends for a product or service."

Hanes Rubber Co. Places Account

The Hanes Rubber Company, Winston-Salem, N. C., maker of Hanes Cord Tires, has placed its account with Hoyt's Service, Inc., New York advertising agency. This agency has also obtained the accounts of the Fairfacts Company, New York, manufacturer of Fairfacts bathroom fixtures and the Bobwhite Chemical Corporation, New York, maker of Bobwhite Fly Killer and other insecticides.

With Vacumeter Manufacturing Corp.

The Vacumeter Manufacturing Corporation, Cleveland, has appointed L. Z. Stone as sales promotion manager and director. He has been engaged in advertising agency work in Cleveland and previously was with the Diamond Tire Company and the Goodyear Tire & Rubber Company, Akron, O.

H. C. Tiffany with Durant Motors

Humphrey C. Tiffany, formerly with the advertising division of the Chevrolet Motor Company, Detroit, has joined the advertising department of the Durant Motors, Inc., Long Island City, N. Y., as assistant to J. H. Newmark, manager of sales promotion.

Joins Publishers Autocaster Service

William W. Ayte, formerly with the Tucker Agency, Inc., New York, is now managing editor of the Publishers Autocaster Service, also of that city.

The Buyer's Prejudice against C.O.D. Propositions

Well-rated Merchants Do Not Like Reflections on Their Credit

THE TREASURE CHEST
NEW YORK CITY

Editor of PRINTERS' INK:

Could you advise us as to the practicability of selling hardware dealers by direct mail, on a C. O. D. basis, that is, if they send their order and pay the postman on arrival. The minimum sale would be about \$3.

Any information you could furnish us would be gratefully appreciated.

THE TREASURE CHEST, INC.,
W. E. MACKEE.

THE weakness in this plan is the C. O. D. feature. Hardware dealers are not accustomed to buying that way. They do not have to. Look up the rating of the average hardware merchant and you will see why most manufacturers and jobbers are glad to extend him credit.

The hardware dealer is a much solicited buyer. Scarcely an hour of the hardware man's day passes that several salesmen are not standing in line waiting to sell him something. Every mail brings him a sheaf of offers. His business papers are filled with attractive merchandise propositions. Specialty salesmen besiege him continually. Jobbers' salesmen never let him get out of sight. So a C. O. D. plan would get little attention from him, unless there was some other feature to it that would make it worth his while to accept the offer. In other words, the merchant would have to be sold separately on the C. O. D. idea. If he could be shown, for instance, that by paying cash he would affect a considerable saving in the price, he might accept the offer. When a retailer is accustomed to getting all the credit he needs, talking C. O. D. to him is like waving a red flag in his face. This stigma must either be removed or thoroughly explained before he will be in a mood to listen to the plan.

Aside from the C. O. D. feature, it is an eminently practicable idea to sell the hardware dealer

through the mails. Any number of manufacturers are doing this. We wished to make sure that we are right on this point, and asked George H. Griffiths, general manager of *Hardware Age*, about it. He replied: "As to the extent to which hardware dealers are buying by mail either from the manufacturer or the jobber, would state that they do a great deal of this sort of buying. In fact, nearly all their specialties are ordered direct from the manufacturer and very frequently by mail. These specialties include many lines of automobile accessories, electrical appliances, toys, sporting goods and kindred lines. The staples are almost invariably bought from the jobber. In fact, I should say about 60 per cent of the hardware dealers of this country buy 95 per cent of their stock from hardware jobbers. The other 40 per cent will buy from the manufacturer (either by mail or through the specialty salesmen) and partly from jobbers."—[Ed. PRINTERS' INK.]

What Church Advertising Does for a Newspaper

Church advertising can be made a valuable adjunct to every good newspaper in every community.

From the standpoint of the newspaper there are many reasons why the development of regular church advertising should be fostered. A page or pages containing church announcements give added character to a publication because it puts the stamp of approval of the church-going public upon the newspaper. The cynics can say what they please about the church element, but it always represents the best part of any community. The support of the churches is a valuable asset for the advertising manager because the church people are the thrifty, home-owning and better element of the community; the people on whom every advertiser depends when he places his store announcements in the columns of the newspaper.—From an address by Frank T. Carroll, advertising manager, *Indianapolis News*, before Church Advertising Department, Milwaukee Convention, Associated Advertising Clubs of the World.

Dominate Philadelphia

If you were to ask most any intelligent Philadelphian how to make your advertising do the most good in Philadelphia, the reply undoubtedly would be: "Put it in The Bulletin."

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



The circulation of The Philadelphia Bulletin is one of the largest in America.

A.B.C. Report of net paid daily average circulation for six months, ending March 31, 1922, 490,178 copies a day.

No artificial methods of stimulating circulation are used by The Bulletin.

New York—Dan A. Carroll, 150 Nassau St.

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.

London—125 Pall Mall, S. W. 1.

Paris—5 rue Lamartine (9).



Vanity and Sales volume

IN these days of modern progress, it required no governmental tax ruling to class powder puffs among the necessities, rather than among the luxuries, of life.

The aim of Hygienol's advertising was to impress the high quality of these powder puffs on the 2,000,000 women of the New York market, who were within age range which might indicate them as assiduous users of this aid to beauty.

Hygienol had a limited and selected distribution. But the co-operation afforded by the Merchandising Service Department of the NEW YORK EVENING JOURNAL enabled them to increase this distribution among the better class shops, develop more intense dealer interest, and distribute counter cards to link up retail selling with consumer advertising.

Copy, with distinctive drawings and cleverly rhymed jingles, was effectively placed in the new Saturday magazine section of the EVENING JOURNAL, and on the magazine page of the EVENING JOURNAL on other days of the week.

Dealer contact by men of the Merchandising Service Department introducing this new campaign, distribution of display material and reproduction of advertisements in *Drug Trade News* (one of the department's five trade papers) all helped to back up the selling power of the EVENING JOURNAL's daily circulation of 654,952, and are contributing their part to an entirely successful campaign.

There are, approximately, 2,170,000 women between the ages of 18 and 44 in the New York market. That is a figure worth remembering for manufacturers who have anything to sell as aids to beauty or vanity.

*During the first quarter of 1922,
the NEW YORK EVENING
JOURNAL published more Toilet
Preparation Advertising than any
New York evening paper.*

JAMES ALBERT WALES H M KIESEWETTER FREDERICK JORDAN W H RICH CRESS



**Wales Advertising Co.
GENERAL ADVERTISING AGENCY
141 West 36th Street, New York**

New York Evening Journal, Thursday
2 Columbus Circle, June 8
New York City. 1922

Gentlemen:

We wish to thank you for the splendid manner in which you co-operated with our client, Maurice Levy, in obtaining new outlets for the Hygienol Powder Puff in the Metropolitan area. Your promises have been fulfilled and exceeded.

We feel confident that any well considered campaign directed to the Journal's huge circulation is bound to show satisfactory results, and we are sure this influence will be evident in new records for Hygienol sales from the advertising now appearing in the Evening Journal and the New York Home Journal.

Very truly yours,

WRC:lm

WALES ADVERTISING CO.

(Signature)

CIRCULATION OVER DOUBLE THAT OF ANY NEW YORK
EVENING PAPER

NEW YORK EVENING JOURNAL

Member A. B. C.

Largest daily circulation in America

May Advertising in Chicago

This statement of display advertising for the month of May, 1922, is striking evidence of The Chicago Daily News' leadership in the six-day field in the following important classifications:

Automobiles	- - - THE DAILY NEWS	FIRST!
The Daily News, 64,653 lines.		6 days against 6
The next highest score, The Daily Tribune, 49,176 lines.		
Books	- - - THE DAILY NEWS	FIRST!
The Daily News, 13,042 lines.		6 days against 7
The next highest score, The Daily Tribune and The Sunday Tribune combined, 4,884 lines.		
Churches	- - - THE DAILY NEWS	FIRST!
The Daily News, 5,509 lines.		6 days against 7
The next highest score, The Daily Tribune and The Sunday Tribune combined, 1,675 lines.		
Department Stores	- - - THE DAILY NEWS	FIRST!
The Daily News, 502,972 lines.		6 days against 7
The next highest score, The Daily Tribune and The Sunday Tribune combined, 288,489 lines.		
Educational	- - - THE DAILY NEWS	FIRST!
The Daily News, 4,648 lines.		6 days against 6
The next highest score, The Daily Tribune, 4,114 lines.		
Out of the Loop Stores , THE DAILY NEWS		FIRST!
The Daily News, 63,404 lines.		6 days against 7
The next highest score, The American, 22,041 lines.		
Foodstuffs	- - - THE DAILY NEWS	FIRST!
The Daily News, 64,121 lines.		6 days against 7
The next highest score, The Daily Tribune and The Sunday Tribune combined, 60,134 lines.		
Furniture	- - - THE DAILY NEWS	FIRST!
The Daily News, 87,017 lines.		6 days against 6
The next highest score, The Daily Tribune, 33,196 lines.		
Household Utilities	- - - THE DAILY NEWS	FIRST!
The Daily News, 11,772 lines.		6 days against 6
The next highest score, The Daily Tribune, 9,853 lines.		
Jewelers	- - - THE DAILY NEWS	FIRST!
The Daily News, 8,491 lines.		6 days against 7
The next highest score, The Daily Tribune and The Sunday Tribune combined, 7,650 lines.		
Real Estate	- - - THE DAILY NEWS	FIRST!
The Daily News, 13,929 lines.		6 days against 6
The next highest score, The American, 8,174 lines.		
Total Display Advertising , THE DAILY NEWS		FIRST!
The Daily News, 1,294,221 lines.		6 days against 6
The next highest score, The Daily Tribune, 997,794 lines.		

THE DAILY NEWS

First in Chicago

Figures furnished by Advertising Record Co., an independent audit service
subscribed to by all Chicago newspapers.

Milwaukee Is Host of Advertising Clubs' Convention

Association Matters Engage Attention of Delegates—Sunday and Monday Meetings Outlined

PRINTERS' INK Convention Headquarters, Milwaukee, Wis. Special by wire, Monday evening, June 12.

A SPIRITED contest over the presidency began as soon as the delegates arrived here Sunday for the Eighteenth Annual Convention of the Associated Advertising Clubs of the World. In the first place, Charles Henry Mackintosh announced his candidacy for re-election, declaring he had received letters from seventy or eighty clubs urging him to take this action.

St. Louis, New York and Indianapolis delegations then started a move in opposition. After a caucus at the St. Louis headquarters, attended by the representatives of forty or more clubs, George W. Hopkins was called on the long-distance telephone in New York and asked to be a candidate. He declined, as did Edward S. Jordan, president of the Jordan Motor Car Company, and F. A. Seiberling, president of the Seiberling Rubber Company. The caucus lasted nearly all Sunday night, and, after 640 votes had been pledged, Louis E. Holland, of Kansas City, was drafted for the place. The sensation of the evening was a break in the Chicago delegation, supposed to be solid for Mackintosh, that came when Reuben R. Donnelley and W. Frank McClure pledged at least a part of that city's vote to Holland.

Merle Sidener, chairman of the Holland Campaign Committee, announced late Monday night that 800 votes had been pledged and that Holland would be elected Thursday. Holland is unwilling to make a fight, but says he will accept if elected. Hotel lobbies and the Auditorium foyer had an aspect of a political convention. On the campaign committee are included Harry D. Robbins and

C. K. Woodbridge, New York; George B. Sharpe, Detroit; H. C. Staples, Philadelphia, and F. D. Zimmerman, Denver.

The convention next year will probably be held at Atlantic City, Cincinnati having withdrawn its invitation at the last moment. The invitation from Atlantic City was a huge typewritten letter, ten feet wide by twenty-five feet long, written on a mammoth typewriter. The delegation was headed by Leonard D. Algar, president of the Atlantic City Advertising Club. It was conceded that the convention on Thursday would recommend to the 1923 convention that it accept Lord Northcliffe's invitation extended through Sir Charles F. Higham to hold the 1924 meeting in London. Northcliffe offers to charter a ship and transport delegates free from New York. Mayor Moore, Philadelphia, sent an invitation to meet there in 1926. The Philadelphia *Bulletin* is using full-page space in Milwaukee newspapers to give widespread circulation to Mayor Moore's invitation.

Sentiment among delegates is about evenly divided regarding the removal of advertising headquarters from New York to Chicago, with chances favoring New York.

A special committee headed by T. W. Le Quattre of *Successful Farming*, Des Moines, will recommend to the convention Thursday an important change in the organization of the executive committee, making it consist of seven members, including one sustaining member. The feeling is that the present unwieldy committee works against efficiency.

The National Advertising Commission today elected W. Frank McClure chairman for the fourth year, and Frank D. Webb, of the Baltimore *News*, vice-chairman. Rev. Christian F. Rejsner, D.D.,

secured the Commission's indorsement of a plan to raise \$50,000 for church advertising work.

President Mackintosh, in his annual report to be read to the convention Thursday, suggests that the field work he started shall be continued by secretaries or divisional directors.

"It is suggested," says the report, "that four such officials be selected to test out the value of this plan. The cost would be about \$25,000, which would be borne largely by the clubs but may be met without increasing the present amount sent to headquarters by the clubs for each member, if the plan which will come up later, of making the magazine subscription voluntary instead of obligatory, is adopted."

At the General Session, Monday morning, President Mackintosh made the opening address on the theme "The Spirit of the Convention." The other speakers were W. M. Jardine, President of the Kansas State Agricultural College, who spoke on "The True Position of Advertising in Marketing American Manufactured Products"; Howard W. Harrington, of the Moline Plow Company, whose address was "Advertising—the Stabilizer in the Present Trend of Business"; James A. Emery, National Manufacturers' Association, who spoke on "Industry and the Public," and L. J. Cunniff, of the Toronto office of The H. K. McCann Company, who spoke on "International Phases of Advertising — How They Are Affected by Changing Conditions."

A TALK ON THE FARMER

Mr. Jardine said advertising men must go to work with the farmer and make a business man out of him. If advertising men don't come to the farmer with their experience and leadership and show him how to market his crops, someone else, whose advice is less sound, will step in and do it. Business men in the past have exploited the farmer as the farmer has exploited the soil. The collapse of the farm market is not due to overproduction but due to

the fact that farmers are not business men.

At the opening meeting held on Sunday afternoon in Milwaukee's very unusual Auditorium, the principal addresses were made by Sir Charles F. Higham of London and Dr. Charles Aubrey Eaton, former editor of *Leslie's Weekly*. On the convention programme the session was listed as an "inspirational meeting." It was aptly named.

In commenting on what England has learned from America in advertising, Sir Charles spoke of the economic effectiveness of the advertising of American manufacturers in British markets. But there is a bigger job for advertising than making money, he said. Advertising inspired us and vitalized us to give in some cases all that we possessed during the war. None of the professions has done more in its particular field than this new profession of advertising.

Sir Charles made a plea for business men to grow and develop until they are bigger than their particular business. "Advertising men must be bigger than advertising alone to be successful," he said. "Stick to the truth and cut out the canker of envy and jealousy from the profession if you would build advertising high. If you are going to pull down, pull out of advertising. If you can't build up, shut up." The speaker urged the delegates to take away with them from Milwaukee a higher respect for their profession and a better spirit toward their fellows in the profession.

The applause at the close of Sir Charles's speech amounted to an ovation which continued for several minutes and ended only when John P. Hills led the audience in singing "God Save the King."

"America at the Gateway of Destiny," was the subject of Dr. Eaton's address. It was a challenge to advertising men to do their part in rousing a new nationalism to meet America's opportunities. Keep caste and class consciousness out of America, he advised. Keep the Government out of business and let the individual

work out his problems with his own initiative and the best equipment that we can give him.

Dr. Eaton urged the advertising fraternity to stick to its slogan "Truth," and to bring about the time when truth in industrial relations should be made a prime factor in settling disagreements between the laboring man and his employer. Tell the worker the truth and use common sense with him and you'll get a response every time, he said. America's destinies must be carved out by Americans who do not know any hyphen, who will make truth and common sense their servants in solving their home and foreign problems.

The greatest single accomplishment of organized advertising, according to Dr. Eaton, was the "great victory for truth and squareness in business" represented by the establishing of the Vigilance movement. "In a world of liars" this was the keystone

around which future business improvement will be built.

Daniel Hoan, Mayor of Milwaukee, told the visitors they were welcome, a thing they knew before they left the trains bringing them into the city. Through arrangement made by the local committee, trainmen distributed badges bearing the single word, "Guest." This identified the visitors, and the reception committee got busy the moment they arrived. Few escaped the experience of having a free automobile ride to their hotels.

Mayor Hoan's address was responded to by President Mackintosh, and then the convention let loose its first heavy artillery in the form of Sir Charles Higham's address.

Milwaukee was unusually liberal in its entertainment, the members' official badges admitting them into a number of worth-while events. Also, there were many little attentions to show there was no mis-

**The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago**



**Newspaper, Magazine
and Street Car Advertising
Publicity and Merchandising Counsel**

June 15, 1922

take about the location of the heart of the Milwaukee metropolis. The Milwaukee *Sentinel*, for example, presented each delegate with a coupon book entitling him to free copies of the paper during the week. The Milwaukee *Journal* arranged to mail to each visitor's home after the convention a bound volume of its issues containing full reports of the proceedings.

The Better Business Bureau of the Milwaukee Association of Commerce took upon itself to see that all visitors were protected from profiteering. Each delegate was given a card asking him to notify the Bureau of any irregularities, such as overcharges by taxicab drivers, restaurants, or theatres, or of any "misrepresentation that deserves our attention."

According to old-timers who have been attending these conventions ever since the A. A. C. of W. was a baby, the one big difference in the Milwaukee meeting over all others is in the exceptionally large number of retailers attending. Just as this report was being put on the wire leading delegates expressed themselves to PRINTERS' INK as being all keyed up over the great interest being shown in the first session of the Associated Retail Advertisers Department on Monday. It was declared that the concluding session of this department on Tuesday would mark the beginning of a better understanding of advertising on the part of the retail interests of the country.

Several of the delegations came in by special train. One special was made up of the Texas clubs. This train had a radio outfit on board. The Texans stopped off at St. Joseph, Mo., Des Moines and Chicago, where they were entertained. At St. Joseph each was given a bathing suit, so as to take a swim at the local athletic club. The St. Louis club, 125 strong, came in a special train, the largest solid delegation to reach Milwaukee.

More than 800 delegates were guests of the Chicago Advertising Council at breakfast in that city Sunday morning, coming on to Milwaukee later by train, interurban and automobile.

Floridians Advertising Florida

About three hundred firms and individuals in Tampa, Fla., have co-operated in a campaign for the purpose of giving some "pertinent facts about Tampa and Hillsborough County." In one of the series of advertisements a full page of newspaper display is taken, which says: "About the first question any discerning person asks regarding a section which may be unfamiliar to him in considering its desirability as a place of residence, is in reference to its climate."

The advertisement goes on to explain the advantages of Florida's climate, especially that of the Tampa district, and takes up an issue which it says has been raised in some quarters on the healthfulness of Florida.

Clyde Scott Joins Pacific Coast Agency

Clyde Scott, formerly art director in charge of production in the rotogravure plant of the Recorder Printing and Publishing Co., has joined the affiliated advertising agencies of K. Leroy Hamman, Oakland, Cal., and the Johnston-Ayles Company, San Francisco. He will be in charge of all art work.

Mr. Scott was previously with the Scott-Hiner Company and the *Illustrated Review*, Atascadero, Cal.

Chicago Agency Obtains Two New Accounts

The U. S. Materials Company, Chicago manufacturer of Elastica exterior wall plaster, has placed its advertising account with the J. R. Hamilton Advertising Agency, Chicago. A campaign in trade papers is planned. The Hamilton agency has also secured the account of the Puhl-Webb Company, Chicago coffee importers, and is placing a newspaper campaign for Thomas J. Webb coffee.

A. C. Studer Dies

Augustus C. Studer, publisher of the Montclair, N. J., *Times*, died June 9 in Switzerland.

Mr. Studer had been a member of the New Jersey legislature. He was also a former president of the New Jersey Press Association.

Joins Washington "Daily News"

Andrew K. Reynolds, formerly with the Washington Post, Times and Herald advertising staffs, has joined the advertising staff of the Washington Daily News.

Amazon Rubber Appointment

The Amazon Rubber Company, Akron, O., has appointed William J. Shea as sales manager.

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The Indianapolis **NEWS**

In the Indianapolis market the annual individual buying power is \$818. Translate that into annual family buying power, and you will appreciate why wise manufacturers are cultivating the Indianapolis market. It pays!

*There's no argument about
The Indianapolis News.*

FRANK T. CARROLL
Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau Street

Chicago Office
J. E. LUTZ
The Tower Bldg.



Van Loon joins



The "Jim Henry" of History

THE Saturday Evening Post, edited by George Horace Lorimer, in the leading editorial in its issue of April 29, under the heading of "A Really Shocking Book" said that "THE STORY OF MANKIND" by Hendrik van Loon, had all the thrills of a Nick Carter detective story.

It takes an advertising man to appreciate a history running over with such phrases as:

"Napoleon is what is called a fast worker."

* * * *

"When he was seventeen years old, he suddenly



The Baltimore Sun

pushed Sister Sophia from the throne." (The Rise of Russia).

* * *

"Then came the Dark Ages. The barbarian was the proverbial bull in the china-shop of Western Europe. He had no use for what he did not understand. Speaking in terms of the year 1921, he liked the magazine covers of pretty ladies, but threw the Rembrandt etchings which he had inherited into the ash-can. Soon he came to learn better. Then he tried to undo the damage which he had created a few years before. But the ash-cans were gone and so were the pictures."

That's Van Loon!

Over 50,000 copies of "The Story of Mankind" already sold have made Van Loon a "national institution."

He's on the staff of The Sun now; the Evening Sun is running "The Story of Mankind" serially—and it's a \$5 book! Van Loon is doing a "column" in the Morning Sun.

And the rapidly rising circulation figures on the first page of the Sunpapers prove that circulation follows talent!

Everything In Baltimore Revolves Around

THE

MORNING



EVENING

SUN

SUNDAY

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

*Baltimorean's Don't Say "Newspaper"
—They Say "Sunpaper"*



Try it out in Representative Milwaukee

Good Business!

Babson's report on Sales territories, issued in May, for manufacturers and distributors says—

"Milwaukee, Wis. Basic industries of city and also of jobbing territory report good increases in activity. Outlook fair. *We believe that Milwaukee will be one of the best buying cities thruout year."*

Milwaukee is ready for immediate sales and advertising exploitation. Now is the time to take advantage of Milwaukee's favorable business conditions.

You can cover the Milwaukee-Wisconsin Market with the sole use of a single medium —The Journal. Your advertising concentrated in The Journal will go directly to four out of every five English-speaking families in Milwaukee—to every corner of Wisconsin and to that part of Upper Michigan that is served by Milwaukee jobbers.

The Milwaukee Journal

FIRST—by Merit

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives
New York Chicago San Francisco

"As Milwaukee Buys—The Nation Buys!"

What the Department of Commerce Is Doing to Aid Inter-Industrial Marketing

A Rollcall of This Governmental Department's Recent Contributions to This Phase of Marketing

By F. M. Feiker

Vice-President, McGraw-Hill Company, Inc., and former Personal Assistant to Secretary of Commerce Hoover

ADVERTISING can bring Government and business together, because advertising brings business and the public together, and the Government's relation to business is, after all, simply the public's relation to business.

Hoover believes that industry should police itself, and the Department of Commerce has provided an organization through which industry can work in policing itself in constructive measures.

The Bureau of Census is being developed as a great fact-finding organization for industry, to which individual industries may contribute their information, and from which each industry will receive in return a comprehensive, collective picture of the trend in business and the basic facts as to production, stocks, volume of sales, which get at the heart of intensive merchandising.

The Bureau of Foreign and Domestic Commerce similarly has been reorganized to become a great medium for the interchange of information and the promotion of our foreign trade. Over 150 foreign-trade committees from different associations are working through fifteen or twenty special commodity experts of the Department of Commerce in the extension of foreign trade in different fields of activity, and as a result of this helpful service to industry the inquiries from business men per day at the Department of Commerce have jumped from two or three hundred to over one thousand.

An address before the first National Industrial Advertising Conference at the Milwaukee Convention of the Associated Advertising Clubs of the World.

In the third of the seven great divisions of the Department of Commerce, the Bureau of Standards, a fundamental step has been taken in the elimination of waste in industry, both in production and distribution, by the establishment of a Division of Simplified Practice. This Division of Simplified Practice does not tell industry what it must do to be saved, but reverses the operation and acts as a centre point to which committees of industry representing all branches, buyers and sellers and specifiers, may come to discuss the opportunity for the simplification of dimensions and the elimination of excess varieties.

POINTS TO REAL RESULTS

After less than a year's work this division of the Department has already concrete evidence of accomplishment. The paving-brick manufacturers have reduced the number of paving bricks by mutual consent between themselves and their buyers from sixty-six to five. The metal beds, wooden beds, and spring and mattress manufacturers meeting together at the Department, decided on a few standard sizes, instead of scores and odd sizes. The lumber manufacturers are discussing the opportunity for simplified nomenclature of lumber and deciding what the size of, for example, a 2 x 4 should be, and a lot of other sensible things.

The Department of Commerce in this broad service to business is a reservoir of copy ideas. Every advertising man in a manufacturing establishment, every head of a copy plan board of an agency, should take a little box of note-

books and go to Washington for new ideas.

The whole programme for a better understanding of statistics in industry; the advancement of our foreign trade and its long-time and vital relation to our domestic trade; the elimination of millions of dollars of industrial waste through simplified practice; all are full of copy ideas for advertising both in the field of industrial advertising and in the field of general advertising.

If twenty of our largest advertisers would approach their business from the point of view of eliminating waste along the line of simplifying sizes and eliminating excess varieties and then advertise their programmes of simplification to the buying public, one of the greatest forces for public education and more intelligent buying would be started. And more intelligent buying will make possible more regular production, cut out seasonal variation and unemployment.

The simplification of sizes and elimination of excess variety makes possible the evening out of the production curve, when the buyer is educated to the advantage to him in cost and service of the simplified line.

It is comparatively easy to get a good idea. It is perfectly simple for a new Administration to come into government with a completely new conception of its relation to industry. It is another thing to have industry understand this point of view just as it is another thing to have a great new idea quickly percolate through industry.

Our national machine for the assimilation of ideas at best is a clumsy one. We have the trade association with its convention. We have the lunch-table conference between three or four men. Certain men in public life become at times the unconscious parents of good ideas and help sell them to industry. We have the daily press and the general press, and we have also the great virile force for the education of industry, the industrial press, through the editorial and advertising pages of

which it is possible to reach in detail groups and classes of men with regard to their particular problems.

Advertising cuts horizontally across all these great vertical fields of industrial education. Paid advertising, both by associations and by individuals, is in its infancy in promoting fundamental, economic ideas in the country. Most of our advertising up to the present has been built upon some trade situation, rather than on some fundamental economic situation. We may not turn all our advertising at once into economic advertising, but we may base all advertising at once on fundamentally sound economics for the country. Some of those fundamental and sound economic programmes are now being worked out at Washington as never before, and provide the base for the most remarkable opportunity that has existed in the advertising world.

It is not a case of everyone saying the same thing, but rather of scores telling their individual messages with the same fundamental thought underlying.

As Secretary Hoover has said, we have taken our place in the world as a nation of successful individualists. What we now have to learn is how to act collectively to forward the sound philosophy of individualism.

Advertising provides a medium for the education of our people, and individual advertising based on sound economic thinking of collective action presents one of the finest opportunities for the new conservation in industry that ever has come to the nation.

George Ingraham Joins New York "Evening Post"

The New York *Evening Post* has appointed George Ingraham, formerly with the *New York Tribune*, *American Weekly* and *Harper's Bazaar*, as a member of its graphic section advertising staff.

Stanley M. Cook, formerly with the American Lithographic Company, has joined the Art Gravure Corporation, New York.

La BEAUTÉ



MME. LECLAIRE.

PHOTOGRAPH BY BARON DE MEYER.

I HAVE never advertised in any magazine except Vogue. And, although my beauty treatment at \$500 and up for the course is the most expensive in the world, I booked over \$17,000 in new business as a direct result of my first appearance in Vogue. I have, of course, continued to use this medium. (Signed)

Madame Leclaire.

VOGUE

Old Established House Invades Vacation Market

Richardson & Robbins Sell Canned Chicken When Plum Pudding Sales Decline in the Spring

SOME years ago an advertising agent was talking to a manufacturer whose product was a Christmas toy for children. The manufacturer didn't want to tie up his whole selling and production to a shortened period and he had been making efforts for some time to take his product out of the seasonal class without much success. He and the advertising man were looking over his machinery in the plant and discussing new articles which might be made with the same type of machinery. It was finally decided that the manufacturer should try out a corkscrew which could be made easily with the same machinery as an alternate product for his toy specialty. This idea was worked out and the corkscrew, as an aid to off-season sales, became an important part of the manufacturer's business.

A man making milk cans with a big sale in the spring, went into the manufacture of coal scuttles with equal success. In almost every line of manufacture men have found other products to bridge over a hot or cold weather gap. It is understood that a certain prominent heating-apparatus concern is trying out an ice-box which can be made in part with the same machinery. The growers of cranberries found that they could lengthen their season, for cranberries after Thanksgiving and Christmas were almost as dead as a plum pudding in spring.

The old firm of Richardson & Robbins, Dover, Del., which makes a small line of canned food products—notably plum puddings—many years ago decided to bring out another product to fill in its summer valley. No one wants to eat a Richardson & Robbins plum pudding in summer, so twenty-five years after the founding of the business in 1855, a special summer product was added to the

line—boned chicken put up in cans.

With the coming of the automobile, the summer camping market grew larger. The hike and camp market, especially in the last two years, has grown to great proportions and as a result Richardson & Robbins have

SMALL SPACE IN NEWSPAPERS IS DIRECTED
AT THOSE ON PLEASURE BENT

carried on a far larger campaign than previously on this article, especially designed to take care of the summer slump which hits a plum pudding.

At the present time a newspaper campaign is running in a large list of New York, New England, Philadelphia, Baltimore and Washington newspapers and in two or three women's publications. There is a big market for the makers of a large number of products in the camp and hike field which if pursued aggressively will take the sag out of many a manufacturer's summer sales. New uses can be created for a man in camp just as effectively as they can if he spent all his year in an apartment in a big city.



THE appeal of new fashions to women may be a thing that no man understands but, surely, it is an appeal that every man acknowledges. And, acknowledging it, he must admit that Harper's Bazar has a very firm grip of interest upon its own exclusive clientele.

Harper's Bazar

*On and after August 1st 1922
the fifteen percent agency com-
mission will be withdrawn from
"Women's Wear" and the
"Daily News Record"*

On and after August 1st, 1922, the fifteen per cent agency, at the commission will be withdrawn from "Women's Wear" and advertising the "Daily News Record." This applies to all business except foreign.

Our certified increase in circulation over 1920 entitles consideration to an advance of twenty per cent on our card rates. The audience, even with the elimination of the agency commission, easily organizes a lineage rate is five per cent below the 1920 schedule, and two per cent and one-half per cent below that of 1914.

The ever-increasing cost of an adequate international news service, devoted to a single industry, makes it impossible to compensate us to maintain this position. We are unwilling at this time to change to pass on the additional expense to the advertiser.

We have long felt that the agency commission as it applied to our publications and the peculiar problems of our business is either an inadequate method for rewarding actual constructive service on the part of agencies, or an exorbitant commission ad- sion to pay for the mere act of placing space contracts with a

We never, for one moment, considered the possibility of curtailing our news service, either in America, Europe or Asia, in order to meet the situation. We maintain and will continue to maintain the largest international news service of any group of papers in the textile and garment industry. The diversification of our personnel and the specialization of our organization are necessary to render the rapid service so essential to the sudden changes in these industries. Even during the period of reconstruction we have never curtailed nor hampered this service in the least degree. We have not asked, nor will we ever ask, the industries to forego any tithe of the essential information they have grown accustomed to look for in our daily im- port columns.

We place this service, carefully developed through more than a generation of organization and experience, in a single custom stand-

at agency, at the disposal of the advertisers or agencies acting "near" and advertisers. We are willing to co-operate in the fullest and freest manner and we have too deep a respect for the agencies as a class to believe that they are influenced by any attitudes consideration ahead of the interests of their clients.

The audience we reach is highly technical. It requires special, study organized advertising campaigns and carefully written and twitted, based on accurate, timely information regarding the ever-changing conditions in these industries, in different parts of the world. A fifteen per cent commission can never really compensate any agency for work of this character. So far as this time the textile and garment industries are concerned, advertising in its infancy. Many of the great textile mills were fully developed and successful enterprises fifty years before the business science of advertising was developed. Many of the smaller mills and garment manufacturers may never become commercial advertisers. We believe, however, the time is not far distant, when there will be a large volume of business from many of these industries in national advertising. We are confident that the great successes of the constructive agencies in continuing their lines of business will be duplicated in the textile and garment industries, once the agencies fully grasp the technical diversions and merchandising problems peculiar to these fields. Any agency or organization of individual advertiser may freely consult us on any phase of these industries, where they feel our experience and information may be of value.

We must all readjust our business to the new conditions and we taken this position rather in a spirit of co-operation with the agencies and advertisers who look upon advertising as a really important force and as a profession of the highest ethical standing. We ask for understanding and co-operation among these forces and that no mistaken reverence for an old stand in the way of our closer and better relationships.

FAIRCHILD PUBLICATIONS
8 East 13th Street New York

Arthur E. Fairchild
Advertising Director

THE HUM OF THE BINDER

Means Harvest-Time and Ready Money to
190,000 Farmer-Oklahomans

AS this copy interrupts your attention at the hum of a swarm of binders will be heard in southern Oklahoma, making their way northward through billowy fields of ripening grain. It will be harvest-time in Oklahoma.

And harvest-time in June augurs ready money in July when farmers begin marketing their grain.

Remember, always, that Oklahoma, one of ten leading farm markets, is covered by one of the five best sectional farm papers. Ask us about the medium or market for your product anytime.

More and Better Circulation
Lower Milline Rate

The OKLAHOMA
FARMER-STOCKMAN
CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

The Factory Inventive Genius as an Aid to Advertising

The Necessity of Keeping the Product a Step or Two Ahead of Competition by Clever Refinements

By A. L. Townsend

THE U. S. Patent Office is one of the most valued partners of advertising.

There was a time when the quality of advertising was sufficient to overcome competition. The concern employing the best written, the best illustrated and the most strategic campaign was very apt to lead the procession.

Today there is something far more potent.

The most efficient advertising campaign suffers a handicap before a line of it is printed, if the product is old-fashioned and if its manufacturer has not progressively followed the trend of the times. The big seller of this generation is an improvement on something that has gone before. Each day sees some ingenious new application of an old idea. Merchandise is constantly improving.

One of the biggest men in any organization is the man with an inventive mind.

Not long ago a certain advertising agency man was called into conference at a spark plug factory. The product had not been selling, although the advertising appropriation had been increased year by year.

The advertising man was offered the account, but he refused to accept it.

Officials of the company were much astonished and demanded to know why.

"You have not kept your product up to date," he said. "It is an excellent spark plug and has a fine record, but it is becoming obsolete. Nothing has been added to it since it was first invented. You have been content to rest on your past laurels."

"Competitors, meanwhile, have been inventive. And every new invention is an advertisable talking point. We would have too

much of a handicap. We could not overcome it. People want and are always willing to experiment with that 'something new,' which is an important part of the times.

"The most brilliant advertising copy would not get very far with your spark plug, because the other fellows have so many improvements to offer. They are certain to outsell you and eventually put you out of business. I don't want to be identified with a failure, and this proposition looks hopeless to me. You need an inventor in your organization."

POWER FOR THE ADVERTISING

The justice of this is not easily denied. Examine the large majority of advertised lines, and you become aware, at once, of the tremendously important strides that have been made, even in the past year or so. The latest of today soon becomes the weak rival of a still better idea tomorrow.

Sometimes the least little improvement will give a familiar product a running start on all competition and hold it until a competitor comes along with something better.

Each new idea in manufacture, each modern improvement, supplies the advertising machinery with power.

And inventions are perishable.

The world is moving along at a rapid rate of speed. It is not enough to create one novelty or idea or refinement and stop. The shrewd manufacturer keeps always a step or two ahead of the procession. He no sooner adopts one innovation than he begins to think about another.

For of such material is business success made.

Advertising pleads for it, admits the justice of its limitations of power. A famous press repre-

sentative of the circus once said: "I would rather advertise one white elephant than an entire aggregation of two or three hundred ordinary elephants. The white elephant will get the crowd every time."

The more progressive advertising campaigns of today are liberally sprinkled with news of inventions, of improvements. They tell the public that an old product is appearing in new clothes. And where the product itself does not perhaps permit of improvement, then some helpful change is made in its packing, its appearance, its manner of application.

The consumer is not to be blamed if he is fickle in the case of a time-honored line or article and turns to some competitor's output. Service today is a vitally significant word. People want the latest.

The inventor in the factory, is, therefore, a great, modern necessity, whose operations are closely allied with the plans of the advertising department. And the advertising man does well to camp close to this genius.

ADVERTISERS WHO CAPITALIZE ON INVENTIONS

There are many electric toasters on the market and the competition is therefore keen. But some toasters have had pronounced faults, raised by the consumer. You are very apt to burn your fingers on the metal holders that support the bread. Special handles have not seemed practical. Just when this problem was uppermost in a great many minds, a concern in Marion, Ind., comes out with an unexpected advertising campaign to exploit an electric toaster that is a step in advance along one line.

"Adding a new convenience," the advertising is in a position to state, "the Marion turns the toast automatically for you. When one side is browned as you like it, just flick the grid down and up; your bread is automatically turned, with the other side toasting. Yes, it's as easy as that."

Advertising's modern trend everywhere indicates the close

relationship between factory inventor and the advertising man. The two are inseparable.

Entire campaigns are built on these inventions. General and institutional advertising gives way to the special featuring of special elements that are distinctly new. The article you knew and used a little while ago—or now—comes out with a distinctive feature. All of this is stimulating to business, for it makes yesterday's goods obsolete and creates a fresh buying desire.

Underwear manufacturers have long known that among other things the use of buttons on men's union suits had objectionable elements. These buttons were worked off in the wash and were a constant source of irritation. They consumed time in the buttoning. An inventive genius has created for The Fuld & Hatch Knitting Company a no-button union suit for men: "Has not a button, front or back. Step into the legs, slip your arms through the arm holes and you're in. Vice versa and you're out. Freedom from all the annoyance of lost buttons, torn buttonholes and repair bothers."

With a keen eye to the fact that children are very fond of waffles, The Griswold Manufacturing Company has put out a new waffle-iron. By the cleverest imaginable pattern, the waffles are made heart-shape—five of them, with a perfect star in the centre. It is a small point but admissible because it is something new.

A special AC Spark Plug has just been invented, with a spring terminal clip, which permits of the instantaneous detaching and re-connecting of wire while the engine is running. This facilitates testing spark plugs and coil and there is no nut to be unscrewed or lost. It is therefore possible for the AC people to build an entire campaign on this new idea, giving it a sure advantage.

It has been said that a manufacturer of refrigerators forged rapidly to the front after inventing a patent removable non-sweating drain-pipe and all-metal

No "Hoakum"

The Chicago Evening American strives earnestly to render a merchandising service to advertisers and agencies that is entirely free from "hoakum" and stage setting.

The efficiency of this service makes *merchandisable* advertising in the Chicago Evening American, line for line, the most effective in Chicago.

CHICAGO EVENING AMERICAN

Daily average circulation (A. B. C.) 415,056 the largest evening newspaper circulation in Chicago.

ice racks that would not rust, to take the place of the old-style kind.

There is a humorous side to the battle of the kitchen cabinets, for new improvements that will provide advertising material. The consumer, in the meanwhile, in all of these movements, receives an obvious benefit. All manufacture becomes refined. In the case of the kitchen cabinet, each month, one might almost say, sees some innovation of a helpful kind. The Sellers cabinet developed in rapid succession, through its department of invention, an extending table drawer section, making it possible to get into the big table drawer even when the work table is extended; an automatic lowering flour bin; a special silverware drawer, and many other refinements. Each in turn has been made the theme of a special advertisement or campaign.

The Hoosier is just now advertising, to the exclusion of everything else, the latest invention—a cabinet that is "made to your height, Madam." The table top is adjusted to each individual buyer and a yard stick is part of the salesman's equipment.

Last-minute improvements and perfections of a tiny electric motor put out by The Hamilton Beach Company adds no less than five advertising arguments to its current campaign. It has been found possible to invent a little motor that can be adjusted to any sewing machine, or that serves equally well in the kitchen as a buffer, a mixer, a knife-grinder, hot weather fan, etc.

The Weyerhaeuser Forest Products Company, in a remarkable series of advertising pages, allows an experimental, a scientific, an inventive organization, to assist the advertising department in giving individuality of an exclusive character to all displays. Of course, this concern distributes lumber, but in order to command the attention of the new prospect, it offers an alert service, inspired by the keenest sort of research. In an advertisement that appeals to manufacturers who use packing

cases in large volume, there appears a special insert, with diagrams. This feature shows how the most scientific method of joining and unit construction in packing cases has been mastered by an inventive mind and why the old methods have meant, in twelve cities in a single month, 43,738 rejected packages. But an inventor was compelled to sit down and figure out the idea.

The ordinary rubber-seated air valve, used on automobile tires, is now compelled to combat a newly invented air lock of entirely different construction. Occasionally some revolutionary invention stirs the manufacturing world from end to end, as is the case with the very latest du Pont idea in explosives for farm use: "The du Pont Company announces a new farm explosive which gives one-third more per dollar. du Pont Chemical Engineers have developed a new dynamite—Dumorite." The advertising proceeds to tell how, being more powerful, the price is materially less. This must appeal to the farmer who is looking for short cuts.

Today, the inventor and the advertising department must work together as they have never done on at a rapid clip, finds less and less material to turn over to its sleep, while the big world moves before. The product that goes to advertising men.

Continental Radio Account with Rickard Agency

The Continental Radio & Electric Corp., New York, sales agents in the United States for the Paragon R. A.-10 receiver and other equipment, and which also will handle other radio equipment and electrical household apparatus, has placed its account with Rickard & Company, Inc., of the same city. New York newspapers and trade and national publications handling radio advertising will be used.

Delmore Parcelmobile to Advertise

The Delmore Motors Corporation, New York City, manufacturer of Delmore Parcelmobiles, is planning an advertising campaign in motor and industrial publications. The account is with the Peck Advertising Agency, Inc., New York City.



Eliminate 850,000 lines of internal patent medicine advertising carried by The Tribune during the last three years, a class of copy The Journal does not accept, and The Journal's average yearly "clean" lead in National Advertising has been 61,000 lines.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

LARGEST FARM PAPER—1,150,000

Farm Shirts and Collars “Pass Out” Quickly

13,442,000 shirts are required yearly to clothe the men and boys fifteen years of age or over who live on The Farm Journal farms. 6.5 shirts are needed per male per year, they tell us. 4.3 work shirts and 2.2 “good shirts.”

These shirts bear many brands. So do the collars that are sold in country trading centers. All the names well known to city buyers are usually to be found in a country store, at one time or another, for shirts and collars are not yet Nationally advertised to farm people, and dealers have not yet acquired that definite preference for some one brand that is based on the consumer's expression and demand.

The way is wide open for some one manufacturer to attain leadership in this field of shirt-and-collar

THE FARM JOURNAL—1,150,000

THE FARM JOURNAL—1,150,000

selling. The collar manufacturer who wants more sales, larger volume and more equal year-round production schedules, will use The Farm Journal as the cheapest and most effective way to make sure that his line is the one that the dealer prefers, because it yields him most profits.

The Farm Journal can be depended upon, every month in the year, to give dealers most confidence in the regularity and size of their sales—for it is the farm paper that is read by most customers, the farm paper that "*pays and proves it pays.*"

The specific details of The Farm Journal market for men's furnishings are available for advertisers and agencies who have problems to solve in the farm field.

The Farm Journal

NEW YORK

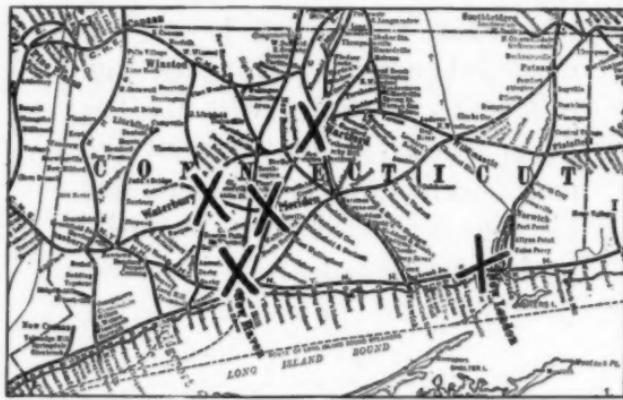
PHILADELPHIA

CHICAGO

LARGEST FARM PAPER—1,150,000

June 15, 1922

"X" Marks the Spot!



FIVE SPOTS, in fact—Hartford, New Haven, Waterbury, New London and Meriden—embracing in their trading areas 74% of Connecticut's total population.

Business is good in Connecticut! It is today the market for *new sales* as well as *increased sales*.

And there's just ONE thorough and economical way to cover the State—use the Connecticut Five-Star Combination, comprising the

HARTFORD COURANT

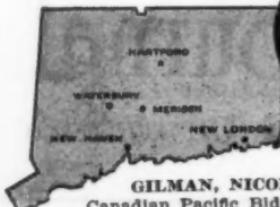
NEW LONDON DAY

WATERBURY REPUBLICAN AND AMERICAN

NEW HAVEN JOURNAL COURIER

MERIDEN RECORD

The
CONNECTICUT
 FIVE - STAR
COMBINATION



GILMAN, NICOLL & RUTHMAN, Representatives
 Canadian Pacific Bldg. Tremont Bldg. Tribune Bldg.
 NEW YORK BOSTON CHICAGO

A Sales Contest to Make Mid-summer a Time of Prosperous Selling

How The P. A. Geier Company Is Making It Possible for Retail Salesmen to Forget the Dog Days

By Roy Dickinson

SALES MEN'S inertia is an obstacle that must first be overcome by any manufacturer who strives to build up summer sales. The finest new product or the best new idea in the world will fall flat, if the men who actually sell the goods across the counter are thinking about something far removed from how to get people to buy the product. The retail salesman sees many of his customers leave town and it is a mighty easy thing for him to get imbued with the holiday spirit himself. He is apt to think that since so many of the firm's customers are away nobody is buying.

It was with the idea of helping the retail salesman get out of the habit of taking a summer drop in sales for granted that The P. A. Geier Co., of Cleveland, maker of Royal Electric Cleaners, instituted a midsummer sales contest for retail salesmen. It was decided that if some real stimulus could be given these men upon whom the sale of Royals finally depends—some real incentive to make more sales—it would do a lot to take the sag out of July and August sales.

As the advertising manager says, "in the electrical-appliance business, sales are made through retail salesmen calling from house to house. It is the experience of all electrical-appliance manufacturers that if the retail man is active the merchandise is sold—otherwise not. It is a natural thing for all of us to take things easier during the warm weather, especially during July and August, and, as a consequence, sales drop off. It is our belief that if we can keep retail salesmen active during these two months, that the ordinary falling-off of sales will

not occur, or at least, not to so large an extent as it ordinarily would. After considerable discussion we finally decided on a sales contest covering these two months.

"The only man eligible to enter this contest is the one selling at retail. No wholesale man, the one that sells to dealers, is eligible. This automatically bars our own representatives and also the salesmen working for jobbers and distributors, who sell to dealers. These men have been eliminated, as it would not be fair to count the machines they sold against those of the retail man who has less opportunity to get the large volume.

"The most important man to us is the retail man and we want to put all our undivided attention in getting him active, because if we can keep him active, we are going to sell more Royal Cleaners, and the dealer is automatically going to be forced to buy more machines to keep the man going."

CONTEST HAD TO BE ADVERTISED

The first announcement sent out to the trade was in the form of a small red sticker, which was put on all correspondence leaving the office for a period of two weeks. This said, "\$1,000 to the star salesman. Cash prizes totaling \$3,300 to be awarded in the Royal Mid-summer Sales Contest. Write for complete details and entry blanks."

This original announcement aroused curiosity and stirred up interest for a special edition, in newspaper form, of the Geier monthly house magazine, and for a reading of the double-page spread in the business press which carried complete details.

June 15, 1922

In the June issue of the house magazine much space was also devoted to the contest and an entry blank was enclosed with each copy. The conditions of the contest were made as simple as possible, with red tape eliminated. It was pointed out that an athlete will jump much

Royal cleaner alone, seven points were counted in the scale. For attachments which go with the cleaner two points, and for the cleaner complete with attachments, ten points. Each sale, it was stated, must be substantiated by sending to the manufacturer the guarantee cards or purchase records, properly filled out and signed by the retail salesmen. These cards have to be submitted to the dealer for whom the salesman works, and the dealer than makes up a list of all purchasers on a special form provided, checking this list with the salesman's guarantee cards, and verifying it. These guarantee cards and dealers' verifications are to be sent in promptly at the end of each week in order that the winner of the special weekly \$25 prize can be determined. The \$1,000 first prize is followed by a second prize of \$500; a third prize of \$200 and a fourth prize of \$150, and so on down to a twentieth prize of \$50. In the event of ties, the full amount of the prize

CASH PRIZES

\$25.00 a Week, and Thousands at the Finish

GRAND PRIZE \$1,000.00

On top of the long, liberal prize list printed on opposite page, we will pay weekly prizes of \$25.00 for the fifth man, \$50.00 for the sixth, \$75.00 for the high man in July, \$3,000 is the grand total of the cash that Royal retail salesmen will pocket as extra inducement for keeping on the job in the time.

Prize winners will not have to belong to big organizations, in big towns. The Royal Dealer with one salesman may find that he has won the man. The salesman who wins will make lots of money. This contest is open to all Royal men—old and new—and each has a chance to win the \$1,000.00 Grand Prize.

Prizes for winning price lists to be in the hands of the competitor
prior to June 15, 1922. Prizes will be paid in the month of September, 1922.



Hard to Compete With—Easy to Sell

Royal is the easiest cleaner for a high-class salesman to sell, because it is the best cleaner made. Every buyer is a booster who voluntarily sides you in making additional sales.



Don't Envy
the Royal Man
—be one

For complete details, address

The P. A. Geier Company
Cleveland, Ohio

Manufactured or Imported by
Continental Electric Co., Ltd.
Timmins, Ontario

PAGE TWO OF A DOUBLE-SPREAD, ANNOUNCING CONTEST TO
RETAIL SALESMEN

higher over a bar than if he leaps only in the air, and that it helped him a great deal to have a specific obstacle to overcome, which holds true also in selling.

The retail salesman was asked to estimate the largest possible number of cleaners he could sell in the next week. Then he was told to sell that number in three days and to set a higher mark for the week following, and then to beat that. The conditions stated that an entry blank must be filled out by each contestant, for which a handicap of thirty points would be awarded. For the sale of a

offered will be awarded to each tying contestant.

In addition to the above, the weekly cash prize referred to was also offered. This was much in the way of offering a special prize in a six-day bicycle race, to the man who will make a sudden spurt for a lap and at the same time build up his point total for the whole race.

In addition, a cash prize of \$75 is offered for the salesman receiving the greatest number of points for sales made during the month of July. No retail salesman will be permitted under the rules of

NUMBER TWENTY-FOUR OF A SERIES

*Another Advertiser
Testifies to the
Boston American's*

Proved value to Advertisers

Mr. Joseph P. Manning, president of the Joseph P. Manning Co., Boston, writes:

"I want to take this opportunity to express my extreme satisfaction over the unusual results obtained by the use of the BOSTON AMERICAN in our recent campaign on Marksman and Manco Cigars and the campaign now running on the Mozart Cigar."

Hundreds of other letters on file.

A Remarkable 3-Cent Evening Newspaper



Research and Promotion Departments at Service of Advertisers

the contest to win two weekly cash prizes, but he can earn one weekly prize and the monthly prize. This condition was made so that a few star salesmen could not take the entire share of the awards. No monthly prize is to be offered for the month of August, as the contest closes August 31, when the big prizes will be awarded. No restrictions are made as to the number of sales to be made by those entering for the weekly or monthly prizes, but at the close of the contest all must have sold twenty-five or more Royal cleaners to qualify for one of the twenty main prizes.

The first prize of \$1,000 in cash is to be awarded to the salesman holding the greatest number of points, and so on down the list until the entire twenty prizes have been distributed.

The salesmen for the retailer are being shown how the national advertising is making "3,000,000 lady friends" for the Royal salesmen. It is pointed out for his benefit that the purpose of the company in putting the Royal man's picture in its magazine advertising is to help him in his work. The company says, "We want to let the women of the country know that the Royal salesman is the right sort of a chap and that he has something to show them about housecleaning that is worth finding out. Over 3,000,000 women have read about him in the advertisements and they feel friendly toward him. Make the most of this advertising help when you set out to win that prize."

"Our object in this contest is to make men, not money," said the general manager of the Geier company. "By offering the biggest, fattest cash prizes ever offered (so far as we know) for a sales competition in the electrical-appliance business, we believe that we are going to stir your imagination to the depths, and induce you to put forth such efforts as you never put into your work before.

"The result will be that you will find out that instead of

averaging three or four Royals a week, you can sell six. Instead of making ten calls a day, you will find that you can make fifteen. Instead of selling attachments with one cleaner in every five, you will sell attachments four times out of five.

"And you will find that this improvement in your work, and the consequent increase in your income, comes without any greater effort, any greater fatigue. You will discover that instead of being simply an average sort of salesman, you have in you the capabilities of becoming a star.

"So the Royal Midsummer Contest is planned to help a lot of potential star salesmen find themselves. They don't know they are stars today. They have never had the incentive to go out and prove that they are stars. Like a race horse hitched to a grocer's wagon, they have been plugging along delivering the goods without ever knowing that they have the speed and stamina to break records and win the big money."

Although the latest announcement has scarcely had time to be delivered and the advertising in the trade press has just appeared, entry blanks are coming back in large quantities from retail salesmen. Dealers from all parts of the country are writing in for extra entry blanks.

The Geier plan is a star example of the way a concern may adopt a real incentive for its retail salesmen in order to get the product out of the seasonal class. It is so easy to say that vacuum cleaners cannot be sold in summer when people are away on their vacation, but this company, by instituting a real sales contest among the men who sell across the counter has suggested a timely idea for manufacturers in many other lines whose products up to now have been considered seasonal. Somebody is going to get the business that is there this summer, and it is a safe bet to believe that the business is going to go to the company that goes after it with progressive sales methods and ideas.



Montague Glass, creator of the inimitable Potash and Perlmutter, is writing for *Cosmopolitan*. His "Stories That Have Made Me Laugh" are brimful of that wit and humor which have made their author one of the chief joys of the reading public.

June 15, 1922

blazing the



In 1921, the
HERALD AND EXAMINER
led all other Chicago news-
papers in total lineage for
Toilet Preparations. This year
(January 1 to April 30, inclu-
sive) the advertisers' preference
was even more marked—the
HERALD AND EXAMINER
carrying 63% MORE lineage
than its nearest competitor.

chicago
**Herald &
Examiner**

beauty trail

HERALD AND EXAMINER advertising supremacy in this great key classification is significant because cold creams, face powders, toilet soaps and perfumes are articles distinctly feminine.

And advertisers of toilet preparations—in common with other advertisers—are interested chiefly in *results*. Invariably, they prefer to advertise in a newspaper that has demonstrated its value along that line.

A highly trained Merchandising Dept. will secure distribution of your product in the Chicago Market before a line of advertising is published. A request for details involves no obligation.

NEW YORK: 501 Fifth Avenue

SAN FRANCISCO: Monadnock Bldg.

chicago
**Herald &
Examiner**

6 $\frac{3}{4}$ x 9 $\frac{3}{4}$

Here is a capital size for a cook book or other large edition work of similar nature. We have rotary presses each of which will print *and fold* 20,000 sixteen-page signatures an hour. Excellent halftone work on super paper can be performed on these presses.

Before placing a contract for large edition printing, it might be well to consult

Charles Francis Press

Printing Crafts Building • Telephone Longacre 2320

461 Eighth Avenue, New York City

Changes in Market Conditions That Affect All Industries

Farm Market Traveling Upward—Average Income Is Permanently Higher Than Before the War

By C. C. Parlin

WE stand today in a very different position from where we stood a year ago, with reference to market outlook. Perhaps that can be best illustrated by showing you a couple of charts in regard to the farm situation, because in many ways the farm market underlies all our markets. The capital invested in the industry of farming (that is, the value of lands and buildings) exceeds the capital employed in all manufacturing industries plus the capital employed in all American railways, plus the capital employed in all American mines and quarries. It is our basic industry and anything that affects that industry adversely is bound to bring about adverse market conditions; while anything that creates a more favorable frame of mind in the farmer is bound to produce a more favorable frame of mind in general market conditions.

A year ago we stood at the bottom of a long slide in prices. Today, we are traveling an upward road. To be sure the price of corn today is not so very different from what it was a year ago, but there is this difference: Before we were traveling downward without any knowledge of how far down we were going. Today we have the confidence of traveling upward. In some of the lines

the story is more encouraging—hogs for example. A year ago we were at the bottom, not knowing it was bottom, of a long road. Today, we are traveling up at

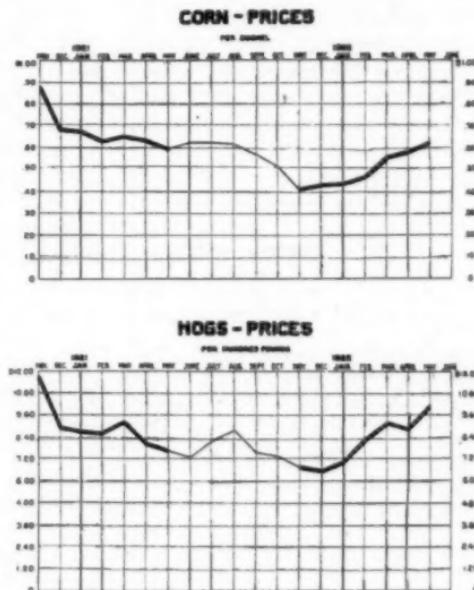


CHART NO. 1

prices that are very satisfactory as compared with a year ago. (Chart No. 1.) The same situation is shown in wheat and cotton. (Chart No. 2.)

I may say, however, that the farm market even a year ago was not altogether a bad market. It depends altogether upon the line that one was selling. In midsummer of 1920, we made a survey of 144 square miles in Kansas. We covered every home in all that area and we made a very careful study of the merchandise operations of the stores in the little city

Portion of an address before the National Piano Manufacturers Association.

of Sabetha, an entirely agricultural community with no manufacturing operations. Recently we sent some men again to Sabetha and made another careful survey of the merchandise situation, so that we are able to compare the volumes of business in 1919 in this little agricultural community with the volumes of business in 1921,

the difference in price levels in 1921 and 1919, in all lines that represent wearing apparel and food and things of daily purchase, in this little village they had actually moved a larger quantity of merchandise measured in quantity than they had in 1919.

That is, basically through all this period, our farm market has been essentially sound. There has been money, but the farmer was a year ago at a period where prices were declining; where he was worried, as men always are in the face of price declines, and in which he was deferring the purchases that represented a considerable expenditure of money.

Today we have a much more optimistic attitude on the part of the farmer as prices have turned upward, and that in turn is putting a considerable stimulation under our market operations.

But there are some certain other changes that are taking place that are even more fundamental and vital. One is a change in our consumer market. Our market today is

quite different from what it was two years ago. I may say that before the war a large part of the market upon which you had to depend was the market of people with fairly fixed incomes, the salaried classes of all kinds that fill all the buildings of this great city; workmen in factories that had fairly steady jobs where they had pretty much the same wages from one year to another. As the war came on, most of these people were worse off. The cost of living increased more rapidly than their incomes and they found that they either had to buy less merchandise or they had to buy something of an

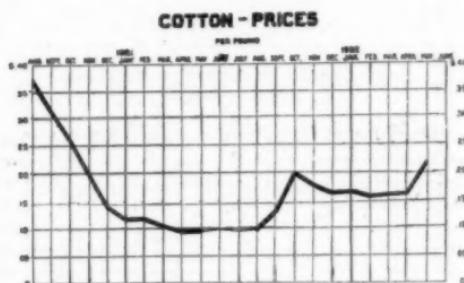
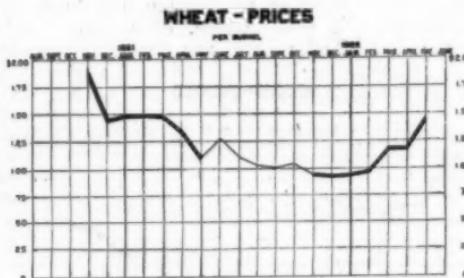


CHART NO. 2

with a considerable degree of accuracy.

We find that if we go to the ends of the scale (Chart No. 3) that represents purchases (that went into a very considerable sum of money); that there was a marked falling down. There was only one-third as much talking-machine business and automobile business in that little community, less than 10 per cent as much farm implement business; but at the other end of the line, there was 85 per cent as much department store business, 85 per cent of groceries, 82 per cent of men's clothing.

Or, in other words, considering

WHAT becomes of the Advertising Managers?

Every sizable business needs one high executive who has come up thru the school of advertising experience. It gives the thoughtful man a sensitiveness to the pulse of public opinion — a strategic ability in handling market policies — which make for faster, surer progress.

But where are the presidents, vice-presidents, directors, who were once advertising managers? Count 'em. Why is it so few rise high—from so large a group of able, educated men? I think I know —from my experience as an assistant advertising manager back in 1907—and from 14 years' observation as an agent.

Nearly every advertising manager is too much a "doer" and too little a "thinker" or "planner." He lives in and becomes wedded to an atmosphere of layouts, pictures, type, phrasing, proofreading, circulation, position. He thinks of himself as an advertising man instead of an executive in the soap business. He permits himself to be loaded with de-

tails, gets tied to his desk, finally building his own pigeon-hole where he sticks.

Perhaps you are an advertising manager slowly pigeonholing yourself—forced to get your information of your market secondhand instead of getting acquainted with the trade—tied to detail work by lack of agency support. If so, we have an interesting story to tell you, help to offer you that will give you time to think, to concentrate, to grow. Part of it is

The Hoops Method of Constructing Advertising

We have never explained this method without securing instant appreciation of its soundness, helpfulness. It makes the purpose of advertising, the things which must go into advertising, so clear to all executives. It keeps us, as your agency, working constantly in the desired direction. It stops a lot of silly suggestions before they get started. And it gives a real advertising manager time to think, to manage, to keep out of a pigeon-hole. Wouldn't you like to know about this?

WALTER W. HOOPS

HOOPS

ADVERTISING COMPANY · EST · 1908

Charter Member—American Association
of Advertising Agencies

9 EAST HURON ST.



National Outdoor Advertising Bureau
Audit Bureau of Circulations

C H I C A G O

June 15, 1922

inferior quality. The answer, we believe, was to buy less merchandise. We believe that where a person has once been educated to a standard of quality that he holds strongly to that standard of quality, denying himself one thing that he may buy something else of the quality he desires; deferring a purchase until a time when he

dollars. Then he tried to sell him a collar. The man said, "No, me wear it without a collar."

But again the wheel of fortune has turned and that market has very largely passed out. Some are out of employment; some have had wages cut and again our market would be very badly off were it not for the old-time market that

RETAIL BUSINESS
SABETHA, KANSAS
(1919-1921)

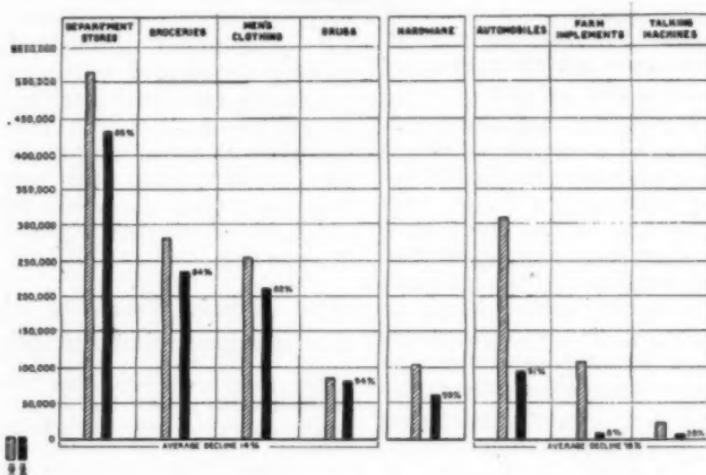


CHART NO. 3

can buy a satisfying quality. Our markets during the war would frankly have been very badly off had it not been that we got relief from a new source.

The floater had his day. The man who was a carpenter today and a machinist tomorrow suddenly found himself with unusual wages and soon his family was in the stores, seeking high-priced merchandise. Now this newly found market had no appreciation of quality. They merely had the price and wanted to spend it. They bought whatever their fancy might call for, be it automobile, talking machine, piano or high-priced clothes. They merely had the money and wanted to pay the price for something. A haberdasher told us of selling a silk shirt to a man for fourteen

we had before the war which is coming back to a certain, a greater buying power. They are coming back to assert a greater buying power because with the drop in prices their fixed incomes will spread over a larger quantity of merchandise. Besides that, we have a very large increase in the number of people in the larger salaried classifications.

Comparing the year 1919 for example, with the year 1917, we find there were nearly twice as many people had incomes from two to three thousand dollars, (Chart No. 4.) We find there were more than ten times as many people had incomes from three to four thousand dollars in 1919 as had in 1917. We had more than seven times as many people with incomes from four to five thousand

"The
Newspaper
that pays Local
Advertisers, will
pay National
Advertisers."

Again
THE ST. LOUIS STAR
FIRST
in
Department Store Advertising

As shown below by the lineage figures for May, The Star, DAILY AND SUNDAY, again carried a greater volume of Department Store Advertising than any other St. Louis newspaper.

THE STAR 320,881

Post-Dispatch 300,720

Globe-Democrat 145,499

The Times 149,660

—one of the positive proofs of pulling power.



National Advertising Representatives

STORY, BROOKS & FINLEY

New York

Chicago

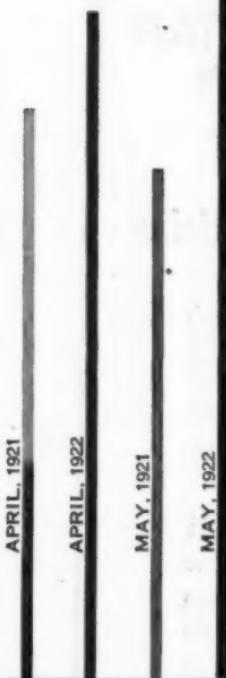
Philadelphia

Los Angeles

San Francisco

How's Business?

Here is a comparison of Volume of Business in Dollars of a Northwestern Implement Distributor.



"We are Ahead Now and 3 Months to Go!"

—says a N. W. Manufacturer.

ON May 22d a manufacturer of dairy farm equipment, whose average sale is \$400, had sold 29 more orders than at the end of the season last year. His season lasts until September 1st. Half of last year's business came after June 1st.

This manufacturer is a strong, consistent advertiser to 7 out of 10 of the better dairy farmers in the Northwest through THE FARMER. All of his sales are confined to the Northwest.

There are 129,000 patrons of creameries in Minnesota alone. They are paid regularly—at least once a month. Plan your sales campaign to reach them.

We will gladly discuss your particular problem with you, and may be able to submit some interesting material.



The Northwest's Only Weekly Farm Paper

ST. PAUL, MINN.

LARGEST CIRCULATION IN THE NORTHWEST

dollars; more than three times as many people with incomes from five to ten thousand dollars; more than two and a half times as many people with incomes from ten to twenty thousand; and more than twice as many with incomes of over twenty thousand dollars. The figures for 1920 when released by the Government are going to

about it. What happened to him was: That in the period before the war and the post-war period, he had a stable sort of a cost, a certain per cent of doing business that seemed to him about right, to which he might cling. During the war period, as his volume increased very rapidly his costs lagged on behind and it was

GROWTH OF INCOMES

UNITED STATES
1915-1919

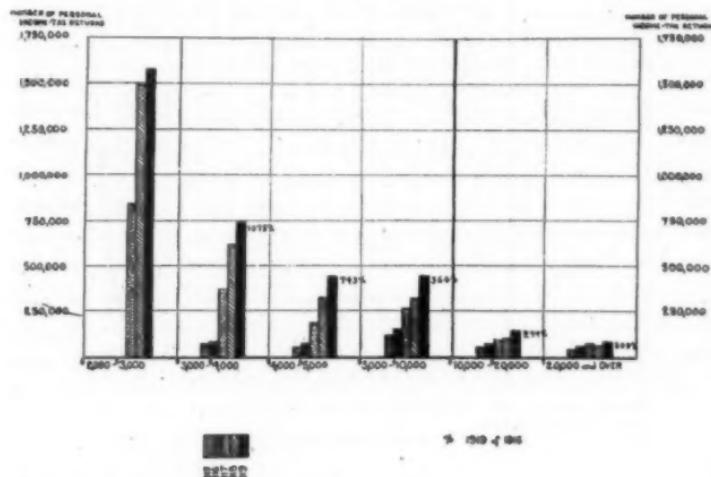


CHART NO. 4

show still larger numbers of each of these various classes. I suspect that the figures for 1921 when available will show some recession, but it is very clear that we are not going back to the 1915 level. We have permanently increased, very materially, the number of people in each of the larger income classifications. The significance of that to you in your business is very apparent. The number of people who are in a position to buy the instrument you want to sell is vastly greater than it was before the war.

Another change of considerable significance has been taking place and that is one affecting the dealer. The dealer's costs are too high. He is worried about it. He doesn't know quite what he can do

very easy to make money. His per cent of cost of doing business was low. How easy it was to make money is illustrated by Chart No. 5, which shows that in each of the two years of 1919 and 1920, the number of commercial failures was less than for any year since 1883; that is, one had to go back almost forty years to find a year with as small a number of commercial failures, failures that is—manufacturing, wholesaling and retailing as in each of the years 1919 and 1920. There could be but one explanation. It merely meant that it was so easy to make money in business that a man could hardly manage a business badly enough to fail. It meant that out of that there was held over a considerable supply of

incompetency in business which sooner or later must be ironed out. As we got into the period of 1921, however, we found that with dropping prices it became increasingly difficult to get a satisfactory margin in operating a retail business, because costs had gradually crept up and the old-time

two per cent higher for a merchant on the average than it was before the war. Where is that two per cent going to come from? It has got to come out of his net profits, unless he can solve that situation in some other way. On the one hand he has sometimes made a drive on the manufacturer

COMMERCIAL FAILURES

1883-1921

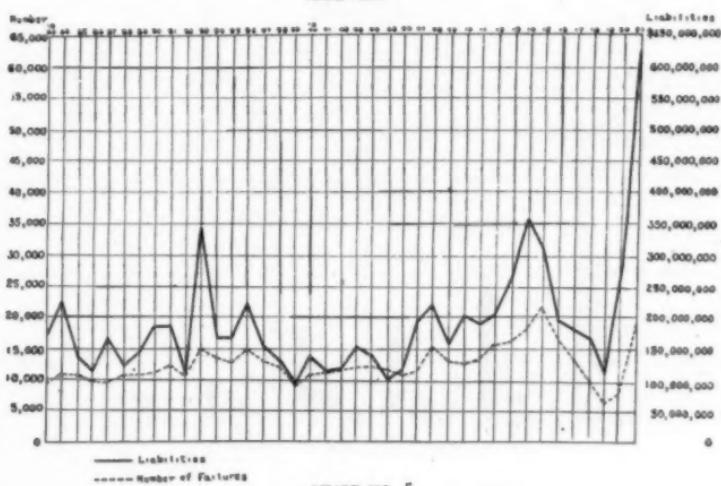


CHART NO. 5

per cent had been re-established, and the merchant whose cost may have been twenty-five per cent before the war again stood at about 25 per cent, when the price drop came.

Now as the prices dropped and volumes shrunk, he couldn't get his costs down. He couldn't bring down his cost of overhead; that is, his rent, his light, his heat, his fuel—he couldn't very well discharge help because he had to move more merchandise and use more sales effort than before. He couldn't very well cut wages or cut off store services; that would be a poor advertisement and he must appear to be prosperous. The net result was he couldn't get his costs down and his per cent of cost of doing business became too high. Taking it far and wide the cost is probably today about

ers for a longer margin; on the other hand price competition has led him to cut prices to a point where in the cutting of prices, he has narrowed down his margin.

The only answer for the dealer seems to be to increase his volume at a margin that will spell profits. Many a dealer has said, "We need volume," and has gone at it on a price-cutting basis. That may have got him volume but may have cut his margin so that he was no better off. What we need for the dealer is the opportunity to sell a larger volume at a sufficient margin to enable him to catch up with his costs.

That gives to the manufacturer who has a product that will readily sell the best opportunity that the manufacturer has ever had to secure the right kind of dealer outlets.

(To be continued)

THE MAN WHO DID NOT READ ADVERTISING

Big Ben aroused the household.

Tossing off the Nashua, the man who did not read advertising slid out of the Simmons.

Five minutes with Williams, Rubberset and Gillette, two more with Pebeco and Prophylactic, and shedding his Faultless, he was ready for a shower.

He dressed carefully, B.V. D.'s, Interwoven, Bostons and Hanan's, selected a Keiser-Barathea that harmonized with his Manhattan, knotted this in a new Van Heusen, and put on his Schanz.

A glass of Sunkist juice stood at his plate, at breakfast, Yuban steamed in the Manning-Bowman, and Beech-Nut sent up its appetizing odor.

Breakfast finished, he picked up his Stetson and Fownes and stepped into the waiting Franklin.

At his office the mail lay on his Macey. He dictated a few replies to his secretary, to be transcribed on Crane's on her Noiseless, and signed with his Waterman.

Occasionally he glanced at his Waltham for there was a board meeting which he did not want to miss. The subject to be discussed was advertising, and he had something to say on that subject.

At eleven o'clock he took his place at the big table, lit a Robert Burns, listened to what the others had to say, and then delivered this honest opinion:

"I do not believe people read advertisements. I don't. I always skip the advertisements in the magazines and newspapers I see, and advertising does not affect my purchases at all."

CALKINS & HOLDEN, INC.

250 Fifth Avenue, New York

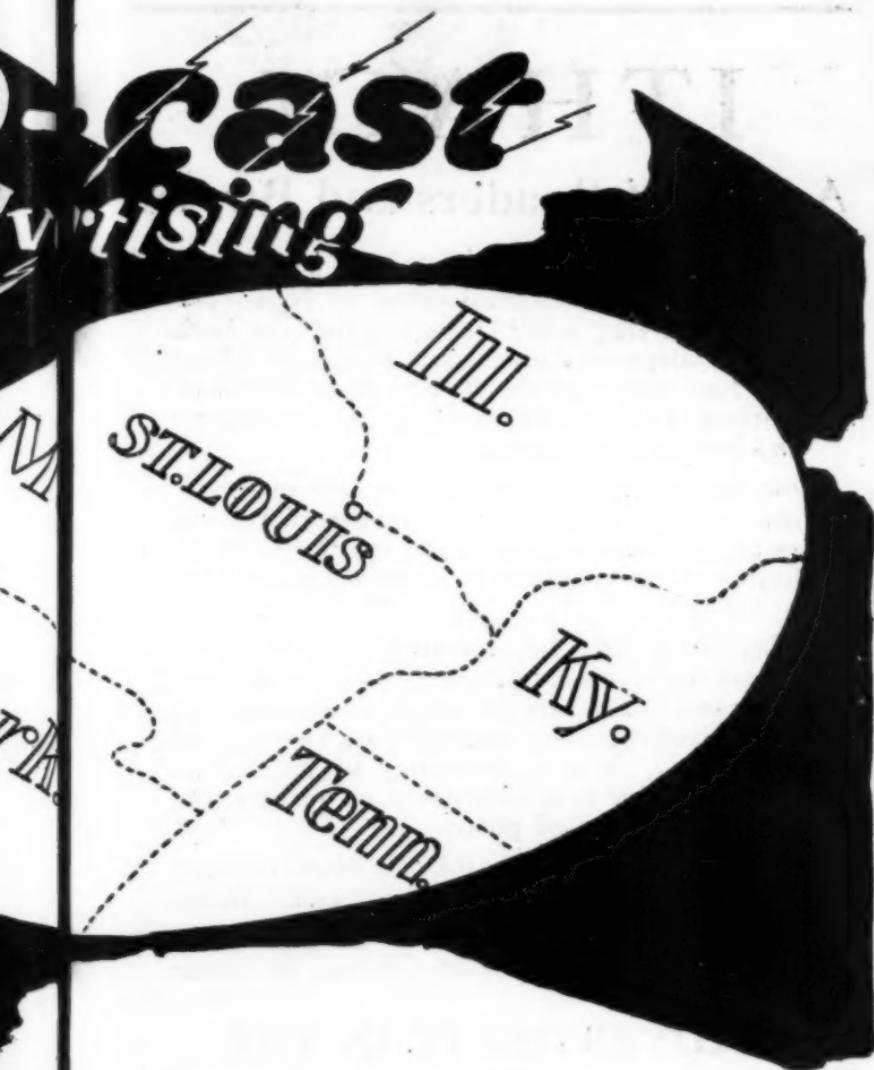
With apologies to the many ingenious writers who have shown how easy it is to use an advertised name as a common noun, to point a moral or adorn a tale.

June 15, 1922



Spread your message to a
comical
area. The Globe-Dem's Ra
radio news feature in St. Louis,

St. Louis *Col.*
St. Louis' Largest Daily News



age economically over the largest possible
Dem's Radio Column, the only daily
in Louis, is developing your market

Cobe-Democrat
Daily Newspaper of the Entire District

ITHACA

A City of Readers and Buyers

Ithaca—The garden spot of the Finger Lakes Region—is the intellectual center of New York State. Here are Cornell University, the New York State College of Agriculture, Schools of Music and Fine Arts, and the Empire State School of Printing. Here gather every year 10,000 students and professors of learning.

But besides being the center of culture and learning, Ithaca is the home of 17,000 everyday work-a-day and business people, and is situated in the heart of an agricultural district representing 35,000 others.

This Ithaca district represents a total of 50,000 people and is rich in many ways. It is an all-year-every-year community because it never is affected by the fluctuations of trade that mark an industrial community. It is a community of homes and neighbors. It is a community of readers and buyers of advertised goods.

The Journal-News being the only all-year-around daily newspaper in the county covers the Ithaca district like a tent.

To reach this field: student, city man or farmer

ADVERTISE IT IN THE ITHACA JOURNAL-NEWS

J. P. MCKINNEY & SON, Representatives

*Four Strong, Aggressive Evening Newspapers Dominate
the Southern Tier*

ITHACA JOURNAL-NEWS
CORNING LEADER

BINGHAMTON PRESS
ELMIRA STAR-GAZETTE

Old Goods Supply the Need of a Novelty

Wallace & Company Take Gum Drops Out of the Staple Classification

By James True

THE shelves and counters of every grocery and many other stores bear graphic evidence of the success that has followed the selling in packages of many products that were formerly sold in bulk. Familiar products like Uneeda Biscuit, Sun-Maid Raisins and Domino Sugar now demonstrate the preference of both the public and the dealer for the attractive unit of merchandise and the sanitary and other advantages of the package.

But most of the widely advertised packaged goods of the kind were popular staples when sold in bulk. Their packages served to identify them and presented them in a more attractive, convenient form. Their merchandising was started on a firm foundation of established and growing demand. The recent experience of Wallace & Company, candy manufacturers of New York, is exceptional because their application of the package idea is reviving a staple product that had fallen into disfavor and on which the sale had been decreasing for several years.

Furthermore, this concern, because of unusual conditions existing in the trade, has found, as it expected, that the advertising and introduction of a new name and a new package for an old product is stimulating the entire business. The attention gained and interest aroused by the new form is reflected over all the goods they make.

Usually, specialties and novelties are added to a line of candies because they seem good enough to have a market created for them, or because their attractiveness promises a ready sale with little effort. But several months ago Wallace & Company realized the need of a striking novelty which would overcome the indifference of the trade, and found it in

"Gummies," a new name for gum drops, a product they manufactured for many years, and which they are now introducing in the East, preparatory to a national merchandising campaign.

The need for a novelty of the kind was well established. For the past year or more the sales department of the company has noted that new goods—when the packages were especially attractive—and Christmas, Easter, Fourth of July and other seasonal specialties sold readily to its trade, while the old standbys, the staple packages and bulk goods, moved slowly and sold in profitable quantities only through the application of unusual selling effort.

So the company determined to find a specialty or novelty that would sell readily during every week in the year, one that would induce dealers to mention Wallace candies to jobbers' salesmen, and one that would also furnish its own salesmen with an easily sold first item which would necessitate the addition of chocolates, hard and other candies to complete orders.

GUM DROPS IN THE LIMELIGHT

In finding such a novelty, Wallace & Company were unlike the man of the legend who, in seeking his fortune, wandered over the face of the earth for many years and finally returned to his home a broken and disappointed old man, only to find a gold mine in his backyard. They immediately began a study of their own extensive line, and of their experience covering fifty-two years in the candy business. And they found the novelty they were looking for in the idea of putting up in a striking package gum drops of the good, old-fashioned kind, and renaming them "Gummies."

There are several unusual fea-

tures to this idea. In the first place, the demand for gum drops of the best grade was not being generally supplied. Because practically every candy dealer, no matter how small, carries them in bulk, they have been used by manufacturers for many years as a leader, and the quality has sometimes suffered through the effort of competing makers to offer them at the lowest price. Therefore, while the distribution of gum drops is about 100 per cent, the demand for them has gradually decreased for some time. In speaking of this, the general sales manager of the company, J. V. Vanderbilt, said:

"Fifty years ago our company was rather specializing in the making of gum drops and hard candies. In those days, synthetic flavors and artificial colors were unknown, and they are still unknown so far as we are concerned. I state this because our present experience would not be of benefit to anyone if we were attempting to merchandise anything but goods of the best class.

"However, despite the fact that we always have maintained a high quality, our business on gum drops had been growing less each season for several years. We also found that this slackening demand was general, and it seemed to indicate that the public throughout the country was slowly losing its taste for gum drops; but this indication was contradicted by the experiences of our salesmen. During all of last year they frequently reported that the better dealers were selling Wallace gum drops and other goods of the same kind at an average of 15 cents above the normal retail price per pound, and an occasional dealer was found who was making as high as 250 per cent profit on them.

"This proved to us that many people still wanted gum drops of the right quality, and were willing to pay almost any price to get them. And it convinced us that gum drops would be just as

popular as they ever were, if goods of high quality could be readily identified by the public and adequately advertised. That conviction led us to put up our gum drops in novelty packages, and to advertise them as we are doing. The name, Gummies, was chosen because it is suggestive of the goods and closely related to the

good since 1870

WALLACE GUMMIES

Sparkling!

5¢ Everywhere

7 Flavors

- Root
- Lime
- Apple
- Lemon
- Orange
- Peppermint
- Wintergreen

ANNOUNCING AN ADDITION TO THE LONG LIST OF FIVE-CENT SELLERS

usual name; it is appropriate, easy to remember, and not too undignified for a five-cent article. At least, that is the way we considered it."

Eight weeks ago, when the advertising of the test campaign on Gummies was started, the conditions of the candy market did not assure success for any new product, no matter how attractive. Competition has been very keen for several years, and the retail market oversold for many months. But neither competition nor over-production offered a serious resistance to Gummies.

The men who buy, read

**INGENIERIA
INTERNACIONAL**

for STRAIGHT-LINE SELLING to
industries and engineering enterprises
in Latin America and Spain
**advertisers use
INGENIERIA
INTERNACIONAL**

A McGraw-Hill Publication

McGraw-Hill Company, Inc., Tenth Ave. at 36th St., New York.

"The novelty was accepted readily by our regular customers," Mr. Vanderbilt explained, "both jobbers and retailers. And when we began extending our field, the wholesale and retail trades were attracted by the idea, undoubtedly; but they refused to order, in a discouraging number of instances, because of the decreasing demand for gum drops. They considered the product generally as 'cheap stuff,' and many of them refused to believe that any manu-

culars has called the attention of jobbers and dealers to the advertising and has done much to convince them of the selling possibilities of Gummies.

"In the three cities mentioned," Mr. Vanderbilt continued, "our preliminary merchandising campaign has given us a distribution in excess of 50 per cent on Gummies in a little less than eight weeks. This is fair, since our advertising began with our selling effort. The volume of business has been satis-



OUTDOOR ADVERTISING HAS BEEN AN IMPORTANT FEATURE OF THE CAMPAIGN

facturer would put high quality into gum drops. Most of our new accounts waited to buy Gummies until the advertising had created a demand for them."

Gummies are put up in colored lithographed packages which retail at five cents each, which is at the rate of forty-five cents a pound. Boxes contain twenty-four packages and sell to the dealer at seventy-five cents, the usual price for most of the fifteen-cent candy novelties and packages. Each box contains assorted packages of seven flavors. Later, the company will put up Gummies in one-pound boxes, assorted flavors, to supply a demand which is being created by the small packages.

Brooklyn, Newark, N. J., and Jersey City were selected for the test advertising campaign. Eight weeks ago a number of painted bulletins were erected in and around Jersey City and Newark, and in the three cities newspapers are being used. There are six newspaper advertisements, 200 lines by four columns, which are followed by six, 100 lines by two columns.

A campaign of letters and cir-

factory—all that we could expect under the circumstances.

"Gum drops sell best during the summer months when chocolates and other fancy candies are affected by the heat. So we've got the best season of the year ahead of us.

"The advertising we've done we consider only in the nature of a successful test. It has proved to us that our idea is worthy and that we have a sound merchandising proposition in Gummies, which we intend building into a nationally advertised product as rapidly as we can.

"There is nothing new in the idea. Many manufacturers and others, we know, have improved the sale of a great variety of bulk goods by distributing them in attractive and convenient packages. But our experience with Gummies, we believe, proves that the idea is still susceptible of extensive development, and that manufacturers in many lines can stimulate their business by making attractive novelties out of old staples by dressing them up in novel packages, and by advertising them with a fresh appeal."

June 15, 1922

PRINTERS' INK

73

The Proof of Results in Detroit

The first five months of 1922 show The Detroit News, as usual, first in advertising in Detroit, surpassing the other papers with great leads in advertising lineage. The dominant position of The Detroit News is due to its excellence as a newspaper—a fact proved by its thorough coverage of the Detroit field, reaching more than 89% of all the homes in Detroit and vicinity, daily and Sunday, as an actual survey of every home proved. This figure is authoritative, having been verified by local and national advertisers.

Advertising Totals For First Five Months 1922

Week Day Papers	Agate Lines
News	7,432,502
2nd Paper.....	3,495,030
3d Paper.....	2,976,582
4th Paper.....	1,509,228
Sunday Papers	Agate Lines
News	2,801,918
2nd Paper.....	2,552,578



The Detroit News

Greatest Circulation in Michigan
Exceeds 225,000 Daily, 240,000 Sunday, Net Paid.
Member Associated Newspapers Inc.

"Always In The Lead"

NINE MILLION DOLLARS

The expenses of the Hearst publications in 1921 increased as much as \$9,009,049.37 over 1920.

This represented higher prices for white paper, higher wages and marked improvements in all publications.

Last year the combined profits of all the Hearst publications ran to little less than 7%.

But, *in every year*, it is an unalterable policy to turn back at least 90% of the entire gross income into the improvement of existing publications.

*The figures given above do not include those of the English edition of *Household Words*, which has the largest circulation.*

Here is a list of the Hearst Publications with the last B. C.

Sunday	Morning	
The New York American	1,092,239	New York Evening
Chicago Herald and Examiner	737,722	Chicago Evening
The Boston Sunday Advertiser	422,184	Boston Evening
The San Francisco Examiner	299,341	San Francisco Examiner
The Los Angeles Examiner	257,028	The Los Angeles Examiner
Seattle Post-Intelligencer	113,429	Boston Advertiser (Tabloid)
The Washington Times	110,574	Seattle Post-Intelligencer
Atlanta Sunday American	108,035	
The Milwaukee Telegram	102,305	
Total	3,242,857	Total
		1,168, Total

The American Weekly (a part of the Sunday newspapers) total circulation 3,242,857, which is not figured.

The Hearst Publications—America's

AN INCREASED EXPENSE

1922 Year after year of intensive reinvestment means an ever-increasing improvement—a higher grade and paper more valuable product for the 15,000,000 readers of s in Hearst publications.

years That this policy is appreciated, that dominant superiority is the one quality most desired by readers, is amply demonstrated by the constantly increasing numbers that buy the Hearst publications entirely regardless of their higher price.

Neither the edition of Housekeeping (recently started) nor of Nash's Magazine (London), largest circulation in all England

B. C. or Publishers' Statements of Net Paid Circulation

Evening

350	New York Evening Journal	654,952*
396	Chicago Evening American	415,056*
150	Boston American	258,751
126	Detroit Times	97,000
90	Washington Times	66,070
54	Wisconsin News	59,243
	Atlanta Georgian	50,394

The Home Journal, recently started, circulates for 5c (part of Saturday issue). New York 808,329—Chicago 469,464. These figures—not used in totals.

Magazines

Cosmopolitan	1,012,365
Good Housekeeping	764,283
Hearst's International	307,831
Harper's Bazar	102,981
MoToR	42,136
MoToR Boating	19,763
Orchard & Farm	46,236
Nash's Magazine (London)	251,067
Good Housekeeping (London)	150,000

1,168 Total

1,601,466

Total

2,696,662

America's Greatest Advertising Unit

June 15, 1922



TO THE ADVERTISER WHOSE PRODUCT SELLS BACK OF A LABEL

Perhaps you do not consider your label as "advertising" material, strictly speaking. In fact, many manufacturers handle their labels through a purchasing department entirely separate from the advertising department. Yet the label or wrapper is the very central note of advertising connected with the sale of package goods. It is the means of identifying your goods in the store and in your advertising. Accordingly it should be identical in quality with your goods.

WOODWARD & TIERNAN PRINTING COMPANY



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Secretary Mellon Explains Treasury Department Ruling on Advertising of Accountants

No Injury to Any Legitimate Interest Caused by This Ruling—Much Consideration Had Been Given This Question

[EDITORIAL NOTE: The article to which Secretary Mellon's letter refers appeared in *PRINTERS' INK* of May 18, 1922, entitled "Treasury Department Issues Rule That Restricts Advertising of Honest Accountants." In this article it was pointed out that because a few unscrupulous attorneys and agents advertise their services in an unethical manner, therefore they must hereafter, as well as all honest attorneys and agents who have no desire to be unethical in their advertising, print no more than their names, addresses and a brief description of their field of practice in their advertisements.

Secretary Mellon in his letter defends the justice of the Treasury Department ruling on the ground that the great majority of "honest and honorable attorneys, accountants and agents" should be willing to restrict their advertising because "an indeterminate minority," among them are disposed to be unethical, dishonorable and dishonest. He admits that "these practices are not resorted to by attorneys or agents of high principle," but maintains the latter should be willing to forego the benefits of specific advertising for the broad benefit of their profession.]

TREASURY DEPARTMENT
WASHINGTON, June 9, 1922.

EDITOR of PRINTERS' INK: Your letter of May 18, 1922, kindly enclosing copy of an article from the May 18, 1922, issue of *PRINTERS' INK*, and requesting a reply, has been brought to my attention. The article referred to is an editorial commenting on Treasury Department Circular No. 230, revised April 25, 1922, and sets forth the magazine's disapproval of the clauses therein which govern advertising by attorneys and agents enrolled to practice before the Treasury Department, with the reasons for disapproval.

I am glad to take advantage of the opportunity generously offered by you to make the following general observations, in the hope that they may throw some additional light on what has been described as a rather arbitrary curtailment of legitimate advertising. I should

be glad to have your readers appreciate the reasonableness of the provisions in question from the Government's point of view.

At the outset it should be understood that the restrictions as to advertising and soliciting business apply only to practice before the Treasury Department; not to general auditing or accounting work. In this connection your attention is called to the fact that the advertisement quoted by you as a recent advertisement of Ernst & Ernst, entitled "Profit," and the first advertisement quoted by you from Seidman & Seidman, fall into general auditing or accounting work, and the Treasury has no objection thereto and no interest therein. The second advertisement quoted from Seidman & Seidman does pertain to Treasury practice and therefore comes under the provisions of Department Circular No. 230.

Some twelve thousand individuals have been enrolled to represent claimants and others before this department. It is unquestionable that the great majority of these are honest and honorable attorneys, accountants and agents, representing all sections of the country. As is inevitable in so large a group, an indeterminate minority have from time to time shown evidences of being not only unethical and dishonest, but occasionally dishonest. The chief offenders in this small class have been found to be among those who make the most strenuous efforts to drum up Government practice by unethical advertising, not only in printed publications but by circulars, letters, cards and personal solicitation. These practices are not resorted to by attorneys or agents of high principle. Their continuance by others place ethical

practitioners, who are in the vast majority, at a wholly unjust disadvantage, and imposes unfairly both upon them, upon the public, and upon the Government, by directing business to unqualified or unscrupulous individuals, which would be better handled by attorneys and accountants willing to conform in all respects to ethical usage.

As a very general rule attorneys do not advertise. Indeed, this is a well-grounded canon of their profession. Accountancy is a recognized profession of high standing and importance, with every incident of professional obligation. In as much as accountants practice to such a large extent in the same field as attorneys before the Treasury Department, and compete to a considerable degree in this field for the same clientele, it is the desire of the Department that they be amenable so far as possible to the same standards of professional conduct, not from a restrictive attitude but in the spirit of advancement of sound professional ideals. The revised regulations have thus far received the support of leading representatives of the accountants' profession. They have not been formally endorsed by the American Bar Association or the American Institute of Accountants, but if they coincide with the standards advocated by such organizations this would be an indication of their merit. Like every law or regulation of wide application, the provisions regarding advertising apply to ethical and unethical alike. This is an element not of discrimination but, as it seems to me, of justice. Those chiefly would be restricted whose methods have transgressed the bounds of propriety, the "dishonest few" whose conduct your article deprecates. If others with good intent are incidentally affected, they might gladly amend their publicity for the broad benefit of their profession.

Not all advertising which sets forth more than the name, the nature of the business, and the special field of service or prac-

tice covered is necessarily objectionable in itself, but laxity in this regard is so easily expanded upon as to be fraught with danger; where the judgment of the individual is the sole guide, the bounds of propriety will be overstepped by some, out of such a large number, and such in fact is the case. It is obviously impossible to censor each advertisement, and since general rules thereby become necessary it has been deemed the better policy to make such rules definite, simple and comprehensive, without working unnecessary hardship, rather than so loose as to invite violation by carelessness, evasion, or subterfuge. It is further believed that this policy is to the greatest advantage of conscientious practitioners themselves, whose cause PRINTERS' INK espouses, and it is noteworthy that appreciation of this fact has been voiced since the promulgation of the regulations in question. It is not the desire of the Department narrowmindedly to restrict legitimate publicity by any group or individual. This will readily be realized, I believe, by professional men with the highest ideals of their profession at heart. Much of the article in PRINTERS' INK deals with comparison of commercial or industrial advertising with professional publicity, which would seem to be a mistaken premise. Their ethics differ radically, as the nature of professional service differs in its essentials from that of barter and trade.

Your protest seems to me to be voiced not on behalf of a profession, but from the standpoint of the advertising medium alone. The regulations criticised aim to guard the interests of everyone, with just consideration for all. Accountants or others desiring to carry on educational campaigns for the indirect benefit of their practice or profession may still advertise their general accounting business in that manner, and as to matters involving this Department they may contribute signed articles, essays and commentaries to periodicals as here-

MONTHLY STRUCTURAL AWARDS
Awards to Trusses Reported by Bridge Builders and Structural Society
The Cost of Steel Capacity

The TIE-UP

The "4 yellow pages"—those authoritative and accurate Charts comprising the widely-known-and-quoted **Business Trend Section**—are not a thing apart, a segregated unit of **IRON TRADE REVIEW**, divorced from the rest of the book.

No sir—they are tied right up to the other editorial contents by footnotes and specific references—they "dovetail" with the rest of the text.

That's just another thing that helps toward cover-to-cover reading of **THE IRON TRADE REVIEW**, including the advertising—and *your* advertising.

**THE
IRON TRADE REVIEW**
Established 1863
PENTON BUILDING
CLEVELAND, OHIO
Members A.B.C. and A.B.P.

THE IRON TRADE REVIEW
CLEVELAND

tofore; if of value these will always find acceptance. Extravagant, self-laudatory, misleading or fraudulent advertising and soliciting as to any branch of practice before the Treasury Department must be eliminated. The provisions in question have been adopted after careful consideration as the simplest and fairest means devisable to accomplish this end. Practitioners who are desirous of building up their practice upon service and reputation, as professional men should, will be benefited thereby, as will the public at large and its Government. Injury to any legitimate interest involved in this policy is deeply regretted, but it is believed that no such injury exists, and that if such injury did exist, it would be so far outweighed by the general good accomplished as to be negligible.

In appreciation of our courtesy, I am

Respectfully,
A. W. MELLON,
Secretary.

"Case System" Proposed for Advertising Students

MASON WARNER, speaking for the American Association of Advertising Agencies, at a meeting of the National Association of Teachers of Advertising at the Milwaukee Convention of the Associated Advertising Clubs of the World, promised the help of the agency association in making it possible for students of advertising to use the "case system." Mr. Warner said:

"Professor E. H. Gardner of the University of Wisconsin, and Professor N. W. Barnes of the University of Chicago, of the Teachers' Committee, have told the committee representing the agencies that the greatest contribution we could make toward the practical teaching of advertising would be for us to furnish the universities with 'case reports,' similar to the outlines of experience and practice that are given

students of law or medicine.

"Our members will do this cheerfully and willingly. They will contribute from the store of their experience the history not only of notable advertising successes, but will also describe advertising campaigns that failed, analyzing for the cause and reason, whether failure was due to incorrect merchandising, inefficient management of the enterprise, insufficient capital, or to advertising that failed to create a demand for the merchandise because of its presentation or selection of the wrong mediums.

"In modern advertising, working by guess or trusting to chance is becoming obsolete. I'll repeat that if we can do anything to aid in the teaching of advertising by the scientific method, the National Association of Teachers of Advertising can command one of our members. Our desire to help is sincere."

Why Automobile Publicity Went "Big" for a Time

Not many years ago practically all the leading newspapers of the United States were accepting free automobile publicity as a necessary evil in the development of automobile advertising. The issue was forced by the weaker publishers who accepted any sort of automobile publicity in the hope of being thrown a bone in the shape of an advertising contract. It became common practice even in some of the more ethical newspapers to have one man, generally an advertising department representative, handling advertising contracts with one hand and free automobile publicity with the other. Gradually the newspaper publishers, especially those having the real medium of each community, realized that the automobile advertiser and the agency were working the weaker publication of the city against the stronger in order to force the largest amount of unwanted automobile free publicity upon each of the papers. Whereupon the publishers themselves in most cases got together and threw out all automobile publicity.—From an address by Frank T. Carroll, advertising manager, Indianapolis *News*, before the American Association of Advertising Agencies at the Milwaukee Convention of the Associated Advertising Clubs of the World.

M. M. Levand, business manager, and James R. Winter, advertising manager, of the Kansas City *Post* for nearly fifteen years, have resigned.



Washington (D C) Is A Good Market for Shaving Articles

The men folks of the National Capital are great shavers. They start the day with a "clean face"—and if you've something of merit in that line you'll find them receptive.

The problem of introduction of any meritorious thing into Washington is simplified by the fact that with The Star you completely cover the field.

The Evening Star.

WITH SUNDAY MORNING EDITION

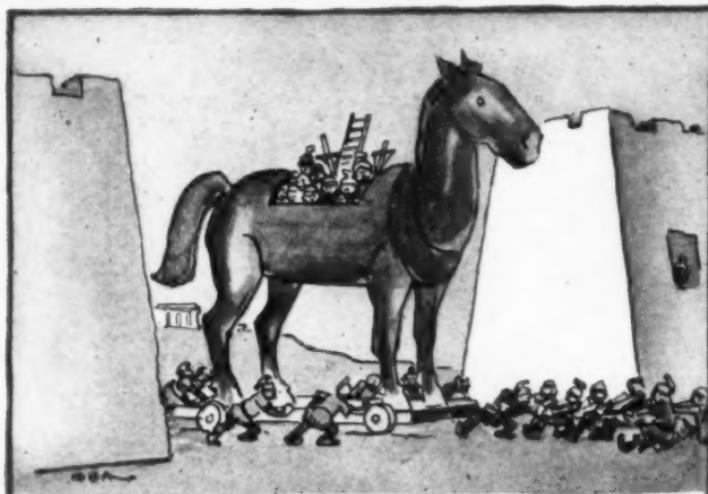
WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 rue Lamartine

Chicago Office
J. E. Lutz
Tower Building



THE WOODEN HORSE

HOMER tells that at the siege of Troy the Greeks got into the city by a stratagem.

Ulysses designed a monster wooden horse and pretended it was an offering to the gods.

The Trojans liked it so much they stole out in the night and hauled it into their city, just as the Greeks expected they would. It was full of armed men, however, who opened the gates to the besiegers and set fire to the city. Thus was Troy captured by a little ingenuity.

THE WINDOW of a store where your goods are sold is your Troy. The best way to capture

RUSLING WOOD
218 WILLIAM

it is by ingenuity, by offering the dealer something in the way of out-door advertising that delights him so much he is glad to have it put into his space.

Then if your wooden horse is full of armed men—in other words, if it is packed with advertising of your goods—you have captured Troy—you have placed your advertising in one of the most effective mediums in the world.

All out-door advertising should

*appeal to the dealer
dress up his windows
advertise the dealer
advertise your goods
be easy to install quickly
be easy to ship compactly*

We have made some that had all these points. We would like to show them to you. Better still, we would like to show you a suggestion for out-door advertising for your goods.

RUSLING-WOOD

Mural Advertising

218 William Street, New York



MURAL ADVERTISING STREET, NEW YORK

Congress Has Bill to Lower Second-Class Postal Rates

A BILL providing for the reduction of second-class postage rates, which were originally imposed as war taxes, was introduced in the House of Representatives on June 9 by M. Clyde Kelly of Pennsylvania. This bill, known as H. R. 11,965, and which has been referred to the House Committee on Postoffices and Post Roads, would repeal the last two of four increases in postal rates which were made under the war revenue law of 1917.

Before the bill had been introduced, publishers of newspapers, magazines and business papers, acting through the American Publishers Conference, had made representations to Congress that the continuation of high postal rates seriously affected the entire publishing industry.

A meeting of the American Publishers Conference was held at Cleveland on June 8, the day before the Kelly bill was introduced, on the question of postal rates. This meeting was attended by Andrew C. Pearson, national chairman of the Conference, and treasurer of the United Publishers Corporation, Urey Woodson, Owensboro, Ky., *Messenger*, representing the Southern Newspaper Publishers Association; Elbert H. Baker, Cleveland *Plain-Dealer*, representing the American Newspaper Publishers Association; W. G. Campbell, executive secretary of the Agricultural Publishers Association; R. J. Cuddihy, *Literary Digest*, representing the National Publishers Association; John Sundine, Moline, Ill., *Dispatch* and W. V. Tufford, executive secretary, representing the Inland Daily Press Association; Henry Newhall, and Frederic W. Hume, executive secretary, National Publishers Association.

Many previous meetings of the American Publishers Conference on the postal rate question had been held.

Congressman Kelly, after he had introduced this bill made the

following remarks regarding it: "Newspaper and magazine publishers of the country are in need of relief from this discriminatory war tax in order that the press may continue to function. The proposed measure retains the present zone system of postal charges, but proposes to reduce the amount of the charge from the fourth advance, effective July 1, 1921, to the second advance in rates, which became effective July 1, 1919. The rates asked for would still give the Government 175 per cent more than the pre-war rates and would not relieve the publishing industry of one cent of the other Federal taxes paid by it in common with other industries.

"The present postage rates on newspapers and publications were fixed in the War Revenue Law passed in 1917, and are 325 per cent higher than the pre-war rates. Every one of the items carried in that measure, with the exception of the tax on second-class mail matter, has been modified or repealed. These wartime postage increases have driven millions of pounds of second-class matter from the mail into private channels of distribution. There is something radically wrong when private companies can make a handsome profit at rates less than those charged in postage.

"The fact that these high rates are charged on the advertising pages does not lessen the injustice. Advertising is not merchandise, but information. The newspapers are information highways, just as essential to the business prosperity of this country as the highways and waterways. Not a sale can be made or a pound of goods shipped without the interchange of information. The advertisements are chronicles of every advance in industrial achievement. Without them publication of the newspapers and magazines would be impossible."

The board of governors of the Allied Printing Trades at a meeting in Cincinnati on June 10, voted to join with the American Publishers Conference in seeking a reduction of postal rates as provided for in the Kelly bill.

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We QUOTE

from a circular issued by a leading advertising agency.

"There are few manufacturers in business who cannot profitably use trade paper advertising.

"Sometimes you hear a man say, 'Trade paper advertising doesn't pay.' This is due to ignorance of the subject. It is nearer the truth to say that trade paper advertising has got to be pretty poor to prevent its paying.

"Good salesmen can develop dealer acquaintance and confidence in a line; but their efforts are limited to the number of calls they can make. In the average industry they can call on five dealers a day or 300 in a season of four months.

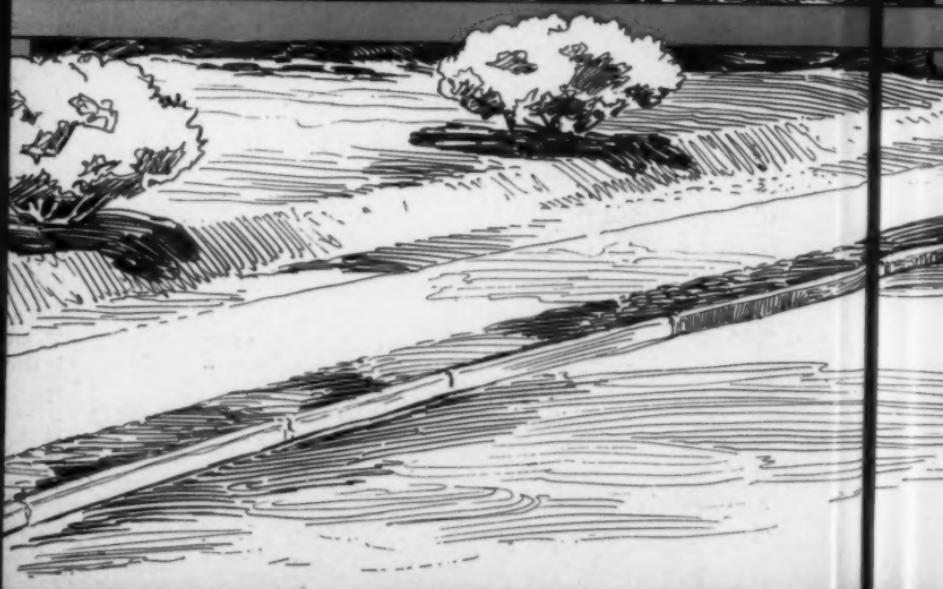
"Trade paper advertising can call on many thousands of dealers—daily, weekly or monthly. It can develop the acquaintances and dealer confidence throughout a whole market—combing by-ways and remote corners as well as 'high-spots.'

"Trade paper advertising is relatively so inexpensive that, if used rightly and as a supplement to salesmen it can hardly prevent being profitable."

—which is food for a great deal of your thought. Our Agency Relations Department stands ready to advise or assist you in selling merchandise to the department, dry-goods and general stores of America.

The Economist Group
239 West 39th Street
New York City

POSTER ADVERTISING O. IN



SING CO., INC.

for spring sag
LITTLE
SUN-MAIDS

5¢

SUN-MAID
SEEDLESS
RAISINS



WHO'S GOT A NICKEL?

The answer represents the sales-possibilities of little Sun-Maids. Hence, logically—Poster Advertising, the medium that reaches everybody in the community, at a cost of about $\frac{3}{10}$ of a cent per person, for thirty days.

POSTER ADVERTISING CO., INC.

550 WEST 37TH STREET, NEW YORK

Outdoor Advertising Everywhere

Chicago
St. Louis

Cincinnati
Akron

Richmond
Cleveland

Philadelphia
Atlanta

Pittsburgh
Provide

June 15, 1922



ERWIN, WASEY & COMPANY

Advertising

NEW YORK

CHICAGO

LONDON

The services of our London and Paris organizations are being utilized not only by American firms operating in overseas markets, but by some of the foremost foreign concerns



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Profit in Teaching One Hundred Million People to Know Lead

The National Lead Company Adds New Users and Gains in More Discriminating Consumers

By Hugh E. Agnew

FEW indeed are the advertisers who do not over-estimate the number of people who are familiar with their products, or the amount of education necessary to retain a place in the consciousness of the buyer. How often manufacturers are shocked to find that their product is unknown, misunderstood or unappreciated! They take themselves and their goods so seriously that they are actually pained at the indifference of a public which goes blithely and carelessly on, indifferent to the chemical formula upon which its chewing gum is made or whether its nutmegs come from Penang or Singapore. These manufacturers are often sponsors of the highest quality goods whose success depends upon discriminating buyers.

Then again, which is more painful and even more critical, quantity consumers and dealers are sometimes indifferent to the quality of a manufacturers' products. One dealer, who unfortunately is typical of a large class, put it this way: "I don't care whether it's coffee or sawdust in those cans. If my customers buy it, I should worry."

The National Lead Company, better known by its ubiquitous offspring, Dutch Boy White Lead, than by its own proper name, has long been conscious of the little the general public knows about lead. It has also realized that this ignorance limited the market in many ways, as the company sells a great number of lead products other than paints, as well as the pure metal. But it is only recently that it saw a way to start an extensive educational campaign which would be profitable to the advertiser as well as enlightening to its readers. The great problem has been to reach a large

number of widely scattered, thin markets, each highly specialized, and at the same time to create a general appreciation for the products most commonly used. The company had a large number of different kinds of dealers to educate, many of whom could not be reached by trade publications. It also had the great difficulty of dealer resistance to ideas, when the dealers are suspicious that they are being given "facts" for the purpose of selling them something.

Not only did the National Lead Company have dealers to educate; it had a large number of quantity customers whose purchasing departments comprised several officials, any one of whom could veto or block a purchase of new or unspecified material, but no one of whom thought he should assume the authority of breaking an established custom to make an innovation. So the whole board had to be sold and kept sold. The major purposes of this informational campaign may be summarized as: educating the public better to understand the lead products that are almost universally used, such as paints; to educate dealers who are often discouragingly unenlightened upon the goods they sell; to educate governing boards of quantity customers who buy direct; to induce new uses by showing the wide adaptability of lead; finally, and perhaps most important of all, to create a familiarity with lead and its compounds that will help users to see the advantage in a quality product.

Other campaigns have had similar objectives, but few if any other campaigns have undertaken them with the thoroughness and with such unique copy as the National Lead Company. The page and half-page space now running in

June 15, 1922

a large list of general magazines and farm papers calls attention by unusual headlines and interest-compelling illustrations to many unknown uses of lead. Typical of these is the illustration of a



Red-Lead—to save railroad structures

Railroad conditions are particularly hard on steel and iron. Unusual exposure to weather, plus smoke and gas from locomotives and factories, put it right up to the maintenance department to use the best protection available.

That means Dutch Boy Red-Lead.

Dutch Boy Red-Lead sticks tight to the metal, keeping water out, preventing rust. It holds firmly against the action of weather and gases. It gives a coating that is clean and tough.

Further, Dutch Boy Red-Lead is a good paint because it lasts. The cost of lead paint is a small item compared with the cost of putting it on, especially when the preparation of the surface is included; as it should be, of course; and there's no objection to it if it is extravagant to use any but the highest-quality paint on metal.

Use Dutch Boy Red-Lead, paint or liquid, for all metal surfaces; it is as good for finishing as for first coat, and can be used over old paint in various shades of green and brown.

Write for Painting Helps, No. 8.

NATIONAL LEAD COMPANY
New York
Chicago
Boston
Atlanta
Montgomery
JAMES T. LOVETT & SONS CO., Philadelphia

Cleveland
Chicago
San Francisco,
St. Louis
NATIONAL LEAD & CO. LTD., Montreal

in that stopper, and in the glazed tile walls, too.

Breakfast—and coffee out of a cup whose surface contains lead. If you go to business by subway, elevated, or trolley, you get where you're going because there's lead for the bearing metals which prevent destructive friction in the running of power-house machinery, and of the cars themselves.

If you jump into your own car, you start it by means of a storage battery made of lead, and you ride on tires that contain lead. The tubes of your radiator are held together with a lead-and-tin solder.

When you knock off for a bit of golf in the afternoon, you use wooden golf clubs weighted with lead, you wear rubber-soled shoes, and perhaps you use a rubber tee. Rubber contains lead.

A close-up of a pipehead dated 1859, with a castle in perspective, was the illustration for another one of the series. The headline is "Why King George doesn't like to live at Windsor Castle." The copy gives the answer: "Because the plumbing at Buckingham Palace is more up to date." Then follows a discussion of the use of lead for gutters and down-spouts, made desirable both

for its beauty and durability. Also there is an interesting story which leaves the indelible impression that "men have never found any rust-resisting metal the equal of lead."

Still another gives a picture of a beautiful tiled bathroom with the headline, "Find the Lead in This Bathroom." The copy reads:

Where, in your bathroom, would you expect to find that common and useful metal, lead?

In the pipes leading to your tub and wash basin? Very likely you would find it there, for water pipes of lead are to be found today in many well-built houses.

But when you had found these pipes of lead, you would have just begun to discover the articles into which lead

Dutch Boy Red-Lead

EXPLAINING THE USES OF RED-LEAD TO BUSINESS-PAPER READERS

beautiful stained glass window with the question: "Did you ever see a came?" Then this interesting copy follows:

You do, if you ever look at a beautiful church window, for its pieces of stained glass are held together by little strips of lead called cames.

Just so you see lead, or some product into which lead enters, a dozen times a day, and you do not know it.

Get up in the morning and look out of your window to see what sort of day it is. Putty holds the panes—and there's lead in good putty. Sash-weights are often made of lead. There's lead in the paint on the window frames.

Your bath—with water coming through lead pipes into a tub whose porcelain surface contains lead. Is there a rubber stopper in your tub? There's lead

"You can think of more things to do for people than anybody I ever heard of. How do you do it?" somebody said to Bundscho the other day.

"It all comes from feeling like doing it," Bundscho told him.



J. M. BUNDSCO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

HERE TYPE CAN SERVE YOU

THE Powers-House COMPANY

NOT the amount of our billing but the soundness of the plan—not the size of the insertion but the force of the message—not advertising as a goal in itself but advertising as a driving gear in the sales-machine—these are our goals.

The proof of the policy published in the panel at the left must rest solely in its results for *each individual advertiser*. The fact that our twenty-seven clients (in spite of five additions in the past year) *average* four years in their connection with us is graphic testimony of its value.

1105 Chester Avenue
CLEVELAND
Established 1912

Advertising



enters. The glossy surfaces of your tub and basin contain lead—so does the glaze on the tiled walls. There is lead in the rubber stoppers. The collapsible tubes that hold your tooth paste and shaving cream contain lead. The solder that seals the joints of all the plumbing is composed largely of lead. The paint on the woodwork is made of white lead and oil.

The electric-light bulb is made of a kind of glass in which lead is a necessary ingredient, because lead gives clearness, brilliancy, and heat-resistance. The electric wires are fastened together with a lead solder. Little pieces of lead wire, called fuses, prevent damage when wires are overcharged.

Each of the series takes up in detail some unusual and unfamiliar use of lead and enumerates other similar unfamiliar uses with a hint of the function they fill. But every one leads into the main topic just as all roads lead to Rome. A typical conclusion to one of these stories is:

Good paint contains white-lead as its most important ingredient. Tons of metallic lead are corroded every day to provide the white-lead used by paint manufacturers and painters.

Paint protects buildings from deterioration and decay—hence the maxim, heeded everywhere today: "Save the surface and you save all." The more white-lead any paint contains, the greater its protecting power and its durability. The lead-and-oil paint which painters prefer for outdoor use is simply pure white-lead, thinned with pure linseed oil.

National Lead Company makes white-lead of the highest quality, and sells it, mixed with pure linseed oil, under the name and trade-mark of Dutch Boy White-Lead.

There is a similarity of layout which helps to tie the series together. At the base there is always the Dutch Boy industriously spreading white-lead and oil, the co-operative paint and varnish manufacturers' slogan, "Save the surface and you save all," the company signature with its various branches, and a list of thirteen of the principal products.

"The Wonder Book of Lead" is also mentioned in all the advertisements for free distribution from all the company branches. It is a booklet of twenty-four pages telling an interesting series of stories of the uses of lead. These are more detailed than the instances given in the advertising copy, and the whole field is briefly

covered. Aside from the company signature, the Dutch Boy and an offer to give further details of the various uses of lead upon inquiry at any of the firm's branch houses, there is not a word of advertising in this book.

Perhaps the most unusual feature of the whole campaign is the fact that in preparing directions and information for the agency to write the copy, O. C. Harn, the advertising manager of the National Lead Company, wrote a whole volume which is soon to appear in book form from the press of one of the large publishing houses. It will go on sale under the usual conditions and bear the title, "Lead—the Precious Metal." It is a treatise on the uses of lead and lead derivatives and their commercial significance. It is a non-technical treatise, scientifically accurate. The idea of a book was an afterthought when it was discovered that practically all the material had been collected and written, and that editing and copying were all that remained before presenting it to the publishers.

Even though it might be possible to carry all the information necessary through the general mediums, it would not be advisable. The doctor does not want to get new ideas of medicine through popular magazines, whether it is in the advertising or editorial sections. If the same information comes through his medical journals it is a very different matter. And the doctor is no different in that respect from the architect, the engineer, or the advertising man. We all have the same attitude as the famous Mr. Dooley, who said, "Well, supposin' they are right—do you wanna larn ennythin' from the dirty wops without a shirt to their backs?" It is that attitude of mind that makes the great field of the trade and professional press such a valuable advertising medium.

There is an immense number of lead users who will be influenced by the general copy who could not be reached in any other way. But the principal dealers

June 15, 1922



Life's humanness Appeals to Mass of Class

200,000
*net average
guaranteed with
pro-rata refund*

Gee. Bee. Are., Life's Adv. Mgr., N. Y.
B. F. PROVANDIE, WESTERN MGR.
1537 MARQUETTE BLDG., CHICAGO



The
Fresh Air Fund

*Another proof of the character
of Life's audience and the
manner in which they respond.*

For 35 years Life's Fresh Air Fund has given two weeks in the country to thousands of poor city children. Voluntary contributions for this fund have poured in constantly, year after year, this year bigger than ever.

A fair indication it would seem of the character of Life's readers, their interest in Life, and their financial capacity.

Important considerations, these days.



and large users are readers of trade papers, and those journals have been extensively employed, not merely as an auxiliary part of the campaign, but to carry vital messages about National Lead products. One of the most striking examples of the tie-up between the trade and general magazines is the page advertisement scheduled for September popular magazines. The illustration is a section of a steel frame in process of erection; in the background are other lofty buildings. The headline asks: "Why are skyscraper skeletons fiery red?"

The copy in part reads:

One day you pass a towering framework of steel beams, looming black and gaunt against the sky. A few days later the same steel skeleton is a flare of brilliant orange-red.

Only one 200th of an inch thick, this flaming coat, yet it is an armor that wards off decay and destruction.

There are hundreds of other important uses of lead. And of them all, the most important is the use of lead in good paint. Through all time men have found no paint that so thoroughly protects metal as does red-lead paint, no paint that so thoroughly protects wood as does white-lead paint.

People are coming to realize today as never before that poorly painted surfaces decay, well-painted surfaces endure. Millions of dollars in property values are being conserved yearly by a general heeding of the maxim, "Save the surface and you save all."

As every advertisement in the popular magazines and farm papers ends with a message on white-lead, no single announcement is devoted to that subject. But its importance is not overlooked in the trade papers; architects are shown wonderfully attractive decorative effects secured with Dutch Boy White-Lead and flatting oil. Contractors and builders are reminded that "a well-painted house is half sold"—this message and its accompanying illustration are in full pages in colors.

Dealers who keep their eyes on the main chance were told the white-lead story with fitting illustration and display:

Forty thousand pounds—that is the amount of Dutch Boy White-Lead M. R. Rosenblum, of Newburgh, N. Y., handles every month. He has become one of the largest Dutch Boy dealers

between New York and Albany. In 1912 he handled less than 500 pounds at a time.

The merchants who are making a profit today are carrying products that turn over rapidly. "What's the use," asks one, "of stocking my shelves with goods that stay there six months or a year and give me only one profit or maybe two? If I carry quick-moving goods, I get ten or twelve profits in the same time."

You get rapid turnover with Dutch Boy White-Lead. You carry a short line, a single item, which moves quickly. You don't have to worry about leftover goods. Dutch Boy White-Lead is in constant demand.

The rapid turnover of Dutch Boy White-Lead should be making money for you. Write for Dealer Helps No. 17.

That message was carried to all hardware dealers and paint and oil store proprietors who read trade journals.

There was a quantity of dealer helps and direct-mail literature supplementing the trade-paper advertising. Also there was a special service given to all who had specific questions to ask, whether they were prompted by curiosity, a wish for enlightenment, or by business needs. So far the correspondence which has been inspired, even though it is voluminous, has not been burdensome. It has convinced the National Lead Company that both the correspondence and the advertising are highly profitable.

No one objects to reading even about the details of your products when there is a flavor in the message that more than repays the effort of reading. That does not mean that educational copy must have the sparkle of a George Ade fable, or an Abe Martin "local" to be effective. If the information you wish to convey about your goods is of sufficient interest to the reader, the matter of presentation is secondary. But with many educational campaigns it is the marshalling of little interesting facts, and presenting them so that slight reader effort is required that makes them successful.

Two things must be kept in mind in writing educational copy: first, it must be either profitable or entertaining for the reader; second, it must convey—put over—some information which will profit the advertiser.



Feeding 17.2% of Uncle Sam

About 17.2% of all the people in the United States live in Ohio, Michigan and Pennsylvania. That explains in part the consistent prosperity and buying power of the farmers in these three States.

They can usually find a pretty good consumer market for their produce not very far away—usually only a few miles. The diversity of their farm products—about forty major items—gives them a wide market among the 555 urban communities in these States and a steady year-round income instead of a highly seasonal one.

There is a big difference between this part of the nation's farm market for advertised goods and other parts. There is bound to be when you have these farmers living, as a rule, not over an hour from a good, live town, with an automobile to every two families and a complete network of interurban and steam roads.

No matter what you think about the farm market for your product, don't pass by this part of it, where you probably already have distribution in the many cities where these farmers do most of their buying. Sell them through the Lawrence Farm Weeklies.

The Lawrence Farm Weeklies

Over 300,000 Every Saturday

Ohio Farmer Michigan Farmer Pennsylvania Farmer

Cleveland, O.

Detroit, Mich.

Philadelphia, Pa.

Members of Audit Bureau of Circulations.

Members Standard Farm Paper Association.

Standard Farm Papers, Inc.

Western Representative,

Transportation Bldg.,

Chicago, Ill.



Wallace C. Richardson, Inc.,

Eastern Representative,

95 Madison Ave.,

New York City.

A Million Dollar Business Built in One Year On a New Copy Slant

ONE of our clients sold a million dollars' worth of a certain kind of goods last year—simply on a new copy appeal.

The particular article had been a small side issue prior to 1921. No efforts that had been made up to that time could move it at a profit.

Not until a new copy angle devised by this agency was tested did the proposition show that it had a real market.

There are many other articles today which could be greatly increased in volume of sales if the right copy angle could be discovered.

And because of our daily experience in testing out new copy appeals on mail order propositions where each effort is keyed, we are often able to find a copy slant that will do the work when seemingly everything has failed.

For a copy appeal that will sell one type of merchandise either by mail or through stores, can often be adapted to a totally different kind of merchandise with equally satisfactory results.

May we not send you a copy of our booklet, "The Tested Appeal in Advertising," which tells why we are in a position to prepare copy that is as nearly 100% effective as possible? It also explains how vitally important copy is in the success of an advertising campaign—a fact often overlooked.

Merely ask for "The Tested Appeal" on your business letterhead.

Ruthrauff & Ryan *inc.* Advertising

New York: 404 Fourth Ave. at 28th St.

Chicago: 225 North Michigan Ave.



PRINTERS' INK

June 15, 1922

DOMESTIC ENGINEERING

The Plumbing and Heating Weekly

The first paper to use
to reach the plumbing
and heating trade

The 12,000 Plumbing and Heating
Contractors who read

Domestic Engineering

do the big portion of the contracting
business of the industry. They are
merchants, too. Most of them main-
tain good display rooms and sell goods
across the counter.

Many of the liveliest and best advertisers
in the field use Domestic Engineering
exclusively. They know that a dollar
spent for advertising space in

Domestic Engineering

gets their story to more worth-while
Plumbing and Heating Contractors than
the same money spent in any other paper.

Domestic Engineering is the first
paper to use.

*Write for our booklet "The Liveliest in
the Field."*

DOMESTIC ENGINEERING
The Plumbing and Heating Weekly
1900 Prairie Avenue, CHICAGO

Member
Audit Bureau of Circulations
Associated Business Papers, Inc.

Checking the Predatory Price-Cutter

Progress Being Made toward a Settled Rule of Law on the Subject

By Harry D. Nims

Of the New York Bar

THE question of price-cutting has been before the United States Supreme Court in at least a dozen cases in as many years. That court has laid down the fundamental rule that competition between retailers, selling the same article, may not be interfered with by any merchandising system.

Here are two music dealers on opposite sides of the street. A is a hard-working, intelligent, well-posted, thrifty man. He lives within his means; has a bank account; makes long leases; takes his cash discounts. His overhead is small. B has a store across the street. He is a slovenly merchant; has no financial resources; his collections are slow; his rent is always in arrears; his overhead is heavy; his family expenses out of proportion to his income. He cannot sell a certain instrument for less than one hundred dollars and make a profit; whereas A can sell the instrument for \$90 and make a good profit.

The doctrine of the United States Supreme Court is that the public is entitled, under the American system, to the benefit which A offers to the public in prices by reason of his thrift and his industry. And the court is right. To muzzle retail competition is un-American. To muzzle retail competition is to block the pathway of the little fellow—and the small man, not the trust, is the great hope of American business today.

But that is not all. On another corner of the street is the professional price-cutter with ample means, with large resources: who buys closely, and who deliberately plans to advertise by the misuse of the reputation of others. He buys this same instrument at its

wholesale price, \$75. His overhead is 30 per cent. He cannot make money and sell the instrument for less than \$100. He offers it for \$70 in glaring headlines in the local papers.

The Supreme Court of the United States has never said that such an act was lawful; that such a dealer has a right to injure his competitors by an act of this nature.

Let us now consider the situation on these three corners. Behind all this trade competition is trade good-will. The confidence of the people of that town in the music trade rests largely on the impressions which are given to it by these three dealers on this street corner. Behind this retail competition, also, is trade-mark good-will. The trade-mark is not an institution solely for the benefit of the manufacturer who puts the mark on the goods. It benefits the public in far more ways than is generally realized. It benefits the dealer. It creates demand for his goods without effort on his part. It saves him advertising expense. He spends nothing to build up this demand. He contributes nothing to the national advertising campaign which makes the trade-mark a household word.

But that very retailer can go far toward destroying the mark. You all know what a price-cutting war means to a trade-marked article.

RELATION OF PRICE-CUTTING TO ADVERTISING

How, then, shall this situation on the street corner be dealt with? How have the courts dealt with it? Price-cutting is not a new proposition from the standpoint of the law. French law books of twenty-five years ago discuss it at length. The regulation of it was thoroughly threshed out in

From an address before the Music Trades Convention, New York, June 6.

Germany and Belgium long before the war. Its solution in the United States is now in process, and we are making progress rapidly.

Retail price-cutting is an advertising proposition. The price-cutter does not adopt the tactics of the gentleman in the Bible who put his talent in a napkin and hid it in the earth. He imitates the gentleman who proclaimed his news from the house-top. The cut-price sale which the dealer takes every precaution to prevent anybody hearing about has yet to occur. Price-cutting is an advertising proposition, and it is through this feature of it that courts of this and all other countries that have dealt with it have sought to regulate it.

It is a definitely established rule in this country today that a person who advertises a cut-price sale must be absolutely and strictly truthful in the advertising he prints, in the signs he exhibits, and in the statements which his salespeople make over the counter. This doctrine has been recently and vividly carried out by the United States court in this district, where a store in New York City advertised, at cut prices, trademarked goods of last year's patterns as of new, up-to-date designs, and a rigid injunction was immediately issued against it. Nor is this the only case of this sort. Less than three years ago one of the United States Circuit Courts of Appeal said that, in making a sale, one may not "put forward representations and commit acts which have a capacity or a tendency to injure or to discredit competitors and to deceive purchasers as to the real character of the transaction."

But what of the professional price-cutter on our street corner? We will suppose he sells this instrument below cost to him, and is absolutely truthful in all his representations as to the sale. How can he be dealt with?

Various cases have been brought against such acts, and with success, but the question has not yet been squarely presented to the

Supreme Court of the United States or to other Appellate courts.

But did you ever stop to think where legal rules come from? All have heard of the doctrine of unfair competition, namely, that it is unlawful for one man to represent his goods as those of another. It would not be lawful now, for instance, for anyone to start in business under the name Eveready Battery Co. To do so, as the court has held, would be to represent goods made by such concern as goods sold by the National Carbon Co. under that well-known brand. But fifty years ago this doctrine was practically unknown.

PROTECTING THE GOOD-WILL OF AUNT JEMIMA

Where did it come from? It started as a conviction on the part of the business world that a practice of that sort was wrong. It has ended as a definite legal rule.

Most people have heard of Aunt Jemima Pancake Flour. That is an established trademark. Not long ago, a syrup company began to sell Aunt Jemima Syrup. Twenty-five years ago, nay, perhaps fifteen years ago, it would not have occurred to an attorney to attempt to stop such a use of the trade-mark, because it would have then been said that it was absurd to suppose that a person seeking pancake flour would buy a can of syrup and be satisfied. Recently, the business world has come to realize that such an act as that of that syrup company was an attempt to appropriate the good-will, the popularity, the celebrity, of the Aunt Jemima Mills Co. and pay nothing for it. The business world has come to see that the owner of the good-will in Aunt Jemima pancake flour may be most seriously damaged by the sale of an inferior "Aunt Jemima" syrup."

In the same way, recently we have come to realize that, under certain circumstances, price reduction may be used to inflict injury far more serious than that com-

Making Old Ideas Pull New Business

Most advertising men have run up against instances where a piece of good, result getting copy suddenly goes "flat" and then peters out entirely.

Probably you have had this experience, and you've wondered why a live, selling argument fails to hook the prospect—all at once.

Interest is not always kept alive by quality in advertising any more than it is in clothes. The same piece of cloth can be cut in both 1902 and 1922 styles, but the styles will not sell quantity for quantity alike.

It is the unexpected, the different, the change in *physical appearance* that makes advertising attract public attention—and sell goods.

To continuously and successfully change the appearance is often difficult but not impossible.

For instance, any piece of copy that you write can be presented in various different and interest-creating ways by making your folders look different—in other words, taking advantage of the many unique folds that are made economically on the Cleveland Folding Machine.

Send us your name and address and we will send you a portfolio of distinctive Cleveland Folds that you can use.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

June 15, 1922

plained of by the makers of Aunt Jemima flour. It is this wrongful use of price that is the real evil. There is a maxim of English and American law, that "there is no wrong without a remedy." As conditions of life change, new wrongs appear. If this price wrong is one of them, then there is a legal remedy for it. It is for you to show that it is a wrong; that it injures you. It is far easier to prove such injury to a judge in equity than to a legislature or Congress.

What can you do? The Association could do no greater service to the cause of merchandising than to see to it that instances of the unnecessary sale of trade-marked articles below their actual wholesale cost, merely for advertising purposes, are brought to the attention of the courts, so that our judges may be given the opportunity to realize the seriousness of the injury that frequently results from such acts.

A Bouquet from a National Advertiser

THE MONITOR STOVE COMPANY
MANUFACTURERS OF
THE CALORIC PIPELESS FURNACE
CINCINNATI, O., June 2, 1922.

Editor of PRINTERS' INK:

Thank you very much for the invaluable information which you have given me on my several requests which I recently made. Your assistance has done a great deal toward helping us solve some of the problems which have confronted us and I want to again assure you that your information has been greatly appreciated.

THE MONITOR STOVE COMPANY,
W. C. KATZER,
Manager, General Sales Dept.

Purity Bedding Account with Chicago Agency

The Purity Bedding Company, Nashville, Tenn., manufacturer of rugs, feather beds and pillows, has placed its advertising account with the Victor C. Breytspraak Company, Chicago advertising agency. A magazine campaign is planned.

Cleveland Agency Appointments

J. P. Garvey, formerly of the Procter & Collier Co., Inc., advertising agency, Cincinnati, has been appointed copy director of The John S. King Company, Cleveland advertising agency.

New Orleans Newspaperman Enters Automobile Field

Aubrey F. Murray, formerly manager of the automotive department of the New Orleans *Item*, is now assistant to the president of the Capital City Automobile Company and the Demack Motors Company. Mr. Murray will have charge of advertising and sales promotion work.

Engineering Magazine Co. Appointment

The Engineering Magazine Company has appointed Harvey Conover, Jr., as Western manager with headquarters at Chicago. He will be in charge of all advertising for *Industrial Management* and *Industry Illustrated* in the territory west of Pittsburgh and Buffalo.

New Sales Manager with Ray Battery

E. B. Eastburn, formerly Western district manager with the Republic Rubber Company in Kansas City, Mo., has been appointed sales manager of the Ray Battery Company, Ypsilanti, Mich., manufacturers of Ray automobile batteries.

C. W. Wagener with Baltimore "Sun"

Clarence W. Wagener, formerly publisher and editor of *The Prince William News*, Manassas, Va., and previously assistant advertising manager of The Allen Motor Co., Columbus, O., is now publicity director for the Baltimore *Sun*.

Frank Hunt Opens Toronto Office

Frank Hunt, for seventeen years director of publicity for the Massey-Harris Company, Ltd., Toronto, has resigned, effective June 30. He will enter the direct-mail advertising field and will open an office in Toronto.

Sectional Newspaper Campaign for Hair Nets

The Queen Ann Hair Net, Philadelphia, plans a sectional campaign in newspapers of eastern Pennsylvania, New Jersey and Delaware. The Tolins Company, Philadelphia, will direct the campaign.

Manning, Maxwell & Moore Election

John F. Schurch has been elected a vice-president of Manning, Maxwell & Moore, Inc., and on June 1 became manager of their Western sales staff, with headquarters at the company's Chicago office.



*Promoting
Greater
Co-operation
in
Richmond
Va.*

Another Way in Which the Dispatch Papers Serve Advertisers in Richmond, Va.

Every month the "Dispatch Retailer" is sent to retailers in the Richmond territory. This paper contains the news of selling and advertising. It is a full-size newspaper, of eight pages. It keeps the retailer informed of the newest developments in selling methods.

In addition to this, each Sunday we have a page in The Times-Dispatch devoted to news and advertising of the wholesale business of the city. This is of great interest to both wholesale and retail trade, and seems to create a closer co-operation, resulting in greater sales.

THESE TWO METHODS OF REACHING THE RETAIL AND WHOLESALE TRADE ARE INDICATIVE OF THE POLICY OF THE DISPATCH PAPERS—WHICH IS TO RENDER WHOLEHEARTED CO-OPERATION TO ADVERTISERS WHO REALIZE THE ENORMOUS VALUE OF THE RICHMOND TERRITORY AS A PLACE TO SELL THEIR MERCHANDISE.

Let us add your name to our "Retailer" mailing list. See what is being done in Richmond, and see how we are serving manufacturers, wholesalers and retailers.

The Dispatch Papers offer you any assistance within their power.

The Dispatch Papers

THE TIMES-DISPATCH THE EVENING DISPATCH
STORY, BROOKS & FINLEY—New York—Philadelphia—Chicago

Richmond, Va.

Use The **Dispatch** Papers (M&E)

The Farmer Can Buy

The Farmer can buy! That is the verdict of manufacturers and merchants, and best of all, of the farmer himself.

Prices on farm products have increased. Costs of production have decreased. Today the farmer is in the market for the supplies he needs. He has faith in the buying power of this year's crop.

In the great agricultural heart of America farmers are getting ready for harvest, firm in the belief that crops will be sold at a profit, or exchanged for merchandise on an equitable basis.



The Heart States Lead In Income-Producing Crops

The agricultural resources of the United States are unlimited—and they are centered in the great food-producing heart of the country.

In the "Heart" are

55% of improved U. S. farm land.	52% of dairy products.
51% of total livestock value.	48% of value in beef cattle.
73% of total value of hogs.	69% of corn raised.
52% of value in poultry.	73% of wheat raised.

Successful Farming carries your message to one farm home in every four throughout this rich territory—homes to which Successful Farming supplies a paid service each month.

Cultivate the Farm Market

A market so rich in resources offers to the manufacturer sales opportunities of the first magnitude. The farmer of today and his family feel that they are entitled to the same high standard of living that city folk enjoy—the same labor-saving conveniences and home comforts. His farm paper is the medium thru which he gets acquainted with what the market offers.

850,000 Families Will Read Your Story

Thru Successful Farming you can bring the message of your product to 850,000 farm homes. These homes are prospects for

<i>Food Products</i>	<i>Farm Supplies</i>
<i>Clothing</i>	<i>Household Goods</i>
<i>Building Material</i>	<i>Musical Instruments</i>
<i>Automobiles</i>	<i>Silos</i>
<i>Tires</i>	<i>Batteries</i>
<i>Oils</i>	<i>Paints</i>
<i>Farm Machinery</i>	<i>Poultry Supplies</i>
<i>And Many Others.</i>	

But—Tell Your Story NOW

The Farmer does not wait until late summer to prepare for the harvest. As soon as Spring comes he plows, harrows and sows.

Take a lesson from him. The manufacturer who advertises now can with cheerfulness look forward to the Fall—confident that the summer drouth, the early frost or blighty parasites will have no power to destroy the matured harvest of sales. *Now* is the time to advertise.

SUCCESSFUL
DES MOINES  **FARMING**
IOWA

E. T. MEREDITH, Publisher

T. W. LeQUATTE, Advertising Manager

June 15, 1922

A fact is like a birth-mark—you can cover it up but you can't rub it out

To THIS GROUP, Advertising Service means a quality of professional co-operation all out of proportion to what an advertiser expects

This fact is as gratifying to our present clients as physical evidence of it will be to those in prospect



McCutcheon-Gerson
Service
ADVERTISING
64 West Randolph Street
CHICAGO

Klaxon's Bargain Drive to Offset the Slump

Direct-Mail Campaign Persuades Dealers and Jobbers' Salesmen to "Ask 'Em to Buy"

By Roy W. Johnson

AS everybody knows, it takes more power to start a machine than is required to keep it going once it is fairly under way. And the same thing is true of a human organization. When sales slow down, as in a period of depression, the tendency is for salesmen and dealers to slip into the attitude of "what's the use," and wait for conditions to improve instead of making positive efforts to improve them. The salesman doesn't care to work his head off trying to sell a dealer who, he fancies, is overstocked already; and the dealer, as everybody knows, is generally willing to indulge him in that fancy. This habit is likely to continue for some time after conditions have actually begun to improve, and helps to prolong periods of depression and slow down the rate of recovery. The concern that can get the jump on its competitors, so to speak, in stirring its sales organization to action, is likely to gain a more important advantage than is indicated merely by the quantity of goods that may be sold, because it is under momentum when its competitors are just getting started.

Thus the advantage of timely efforts to "wake up" dealers, distributors and salesmen is fairly clear, even though it may require a breach of precedent here and there, and perhaps a rather marked departure from company policy. Such at any rate is the philosophy back of the "Ask 'em to Buy" campaign which was staged by the Klaxon Company last fall when business was at its lowest ebb, and which has largely contributed, in the company's opinion, to making April the biggest month in the company's history. The figures for May were not available when this was written, but it was confidently predicted that May would

surpass April by a comfortable margin.

Nobody needs to be told that business was poor last fall, and this was particularly true as regards automobile accessories. The Klaxon outfit was probably no worse off than other manufacturers in its general field, but so far as current sales went it was probably not much better. The general public simply wasn't buying what it considered non-essentials, and accessory dealers as a tures in its general field, but so the habit of trying to make sales. Dealers and distributors alike were marking time, waiting for conditions to "improve." Meanwhile the company needed production, and it was clearly evident that it was hardly the time for finesse. Something bold and startling enough to compel action was required, even though it meant that some cherished precedents should go by the board.

A LEADER MAKES A BIG NOISE

At this juncture the company called upon its talent in drafting room and factory to produce a bargain—something which would warrant a really sensational announcement to the trade. As a result one of the biggest and most obstreperous noisemakers in the company's arsenal was redesigned as regards case and fittings, so that it could be produced for something like one-third of its original cost, and was decorated with an orange colored rim to distinguish it from the rest of the line. In its simplified form it still made a noise like a Pierce-Arrow or a Rolls-Royce, but the price to the motorist, instead of \$30, was a humble ten-dollar bill. "A \$30 Noise for \$10" was the slogan adopted for the campaign, thereby incidentally breaking another prece-

dent. The company has always been sensitive about mentioning "noise" in connection with its product, and has usually resorted to some more euphonious term by which to designate its effect upon the ear-drums of the humble pedestrian.

As already stated, however, it was judged hardly the time for

prospects. These letters were printed in enlarged typewriter type on sheets 17x22 inches—just double the size of the ordinary letter sheet. The text was based upon the general idea of "Ask 'em to Buy." Thus, one of the dealer letters is as follows:

"Sold every last one of them," said the dealer. "I put one in the window

Here is the way to get your share of this New KLAXON business:

1. Cut the folder down the center line and paste the display at the right in your window
Do it now
2. Place your order with your Jobber to-day so as to insure early delivery
3. Mail this card at once to get the KLAXON plan of profits and the KLAXON display material which will help you sell the — \$30. Noise for — \$10.

KLAXON
Company Newark, N.J.



It has an orange rim

The New Economy KLAXON

Now is your chance to replace that dangerous old horn on your car with a generous big Klaxon at a small Klaxon price.

The economy Klaxon with the orange rim—has the powerful cycling warning of the regular \$30. Klaxon.

\$10

For All Makes of Cars

General Klaxons are made only by the **KLAXON** Company Newark, N.J.

Let us tell you about this horn which makes a \$30 noise for \$10.

REDUCED FROM THE DOUBLE-SPREAD OF THE 44 X 64-INCH BROADSIDE

finesse, and there was nothing refined and ladylike planned for the campaign anyway. Indeed, the first announcement to the trade was in a form which was anything but delicate; a big brute of a broadside on a single sheet, 44x64 inches in dimensions, with hand-lettered text, and printed in red and black. The right-hand half of the sheet when fully opened out was arranged as a poster for display by the dealer. These broadsides were mailed, with a return postcard, to 20,000 dealers and 7,000 distributors and distributors' salesmen.

The same impression of bigness was aimed at in the succeeding mailing pieces. These consisted of a series of "giant letters," mailed at intervals of three weeks or so to the same list of dealers and distributors. There was, however, a different series for each class of

with those display cards you left here and sold two of those Klaxons with orange rims the first day. The other four went before the week was up. Just mailed you an order for a dozen more."

"See that!" said the jobber's salesman. "Here you've been piking along with a couple of cheap horns for months. You never showed them unless someone asked you to. You never tried to sell them. Then you stock six of the new Klaxon 12-A's—you display them in your window—you tell your customers about them and you sell all six in a week. Let's see—at 33½% off on a Klaxon order of \$50 list you made a \$20 profit on these horns. Well, is it worth trying some real selling for a change?"

"Maybe it is," replied the dealer, "but don't forget that I've never had a horn like this Economy Klaxon to sell at \$10."

"True! That new Klaxon is a whiz! It is easy to sell. But I'll bet you wouldn't have sold all six if you hadn't used the display cards, or told your customers about them. You might not have sold any."

And we say *righto*. Get some of the new Klaxon 12-A's in stock by all

ELIMINATING CHANCE FROM LATIN-AMERICA

*GRANERO,
LEADING
SPANISH
MATADOR,
MEETING
DEATH
IN THE
PLAZA*



*DE TOROS.
FROM A
PHOTO-
GRAPH
JUST
RECEIVED
IN THIS
COUNTRY*

THE BULL FIGHT, with its chance of life or death, remains in Latin-America. But chance is gone from American advertising there.

NO LONGER, on the plea advanced that they are the only magazines available, are American manufacturers obliged to use the various types of free distribution media sent from this country into Latin-America. No longer are they obliged to use the "Spanish edition" of This or the "Latin counterpart" of That.

THE ADVERTISER seeking markets in Spanish America today knows that he can buy CINE-MUNDIAL—an original creation, not a "Spanish edition"—whose 100 per cent paid distribution is attested by A. B. C.

THE LONG LIST of keen space buyers who are building their local campaigns in Latin-America around CINE-MUNDIAL includes such concerns as Victor Talking Machine, the Wahl Company, Pompeian Cream, Auto-Strop, Durham-Duplex, Paramount Pictures, the Mennen Company, Bristol-Myers, I. C. S. and Eastman Kodak.

NO ONE has a word to say about CINE-MUNDIAL'S editorial policy but Spaniards. That is why, with its range from the bull fight to the opera, from fiction to fashions, from the carnival to the motion picture it is attuned to what the Spanish heart loves. That is why it is the best dealer-and-consumer medium you can buy today for a highly appreciable market.

BEFORE YOU SPEND ANOTHER DOLLAR

In Latin-American advertising, write for and read "The Story of CINE-MUNDIAL." It contains photographic evidence of every statement we have ever made concerning CINE-MUNDIAL. It asks your credence, not on expectations, but on results. Send for it today.



CINE-MUNDIAL

In Tune with Latin-America

516 Fifth Avenue, New York

A.B.C. PAID CIRCULATION



means. At \$10 they're bound to be the fastest-selling automobile horns on the market. Place your order with your jobber at once.

But don't stop there. Return the enclosed postcard today so that we may send you a Klaxon 12-A display. And when you get it, put it up. You will find it pays to "Ask 'em to buy." And the cards in your window will do it for you.

The display material referred to in the letters consisted of a display card, slotted so as to be held upright by the case of the horn itself, and a set of hangers, circular in shape, with an orange rim to tie up with the horn. In addition to the direct-mail campaign, full-page space in three business papers was used to emphasize the bargain offer, and to illustrate methods of using the display material.

The broadside was mailed early in December, and direct returns by the enclosed postcard were distinctly disappointing. At first the company was inclined to feel that the effort would prove unprofitable, if not a positive failure. Before long, however, orders began to come in through distributors in such volume as exceeded the company's expectations. The dealers simply didn't take the trouble to send in the card which merely requested further information and display material, but waited until the jobber's salesman came around and placed an order through him. As a special drive to meet an emergency the campaign was a distinct success, as the later results have proved.

Join Staff of Chicago Direct-Mail House

Norman L. Dunnom and W. H. Wilson have joined the sales and merchandising staff of Kuhl & Bent, Chicago direct-mail house. Mr. Dunnom has been engaged in sales promotion work in Chicago. Mr. Wilson has been with Buckley, Dement & Company, direct-mail advertising, Chicago.

Granite Quarry Association to Advertise

The National Building Granite Quarries Association, Boston, plans a business paper advertising campaign. The account is with the Tuthill Advertising Agency, New York. H. H. Sherman, secretary and treasurer of the association, is in charge of advertising.

Johnstown, Pa., Ad-Press Club Elects Officers

The Ad-Press Club, Johnstown, Pa., held its annual election of officers May 26. Harry D. Corbin, advertising manager of the Penn Traffic Department Store, was chosen president to succeed Ludwig H. Henning, who has held that office for eight years. Mr. Henning was made an honorary president. The other officers elected were Tom Nokes, Johnstown Poster Advertising Company, first vice-president; Harry Heeselbein, *The Ledger*, second vice-president; Herman L. Roth, Valley Engraving Co., treasurer; Kenneth P. Ripple, Johnstown Poster Advertising Company, secretary, and Frank R. Geis, The Geis Store, Clyde S. Ashcom, Johnstown Automobile Company, and George Filg, Woolf & Reynolds, directors.

Boston Taxi Color Scheme Upheld

The Taxi Service Company of Boston has secured an injunction from the Massachusetts Superior Court restraining one William N. Gottman from operating a taxicab painted to resemble the complainant's "Black & White" color scheme. As in the recent Yellow Taxi case in New York, the court held that imitation of the color scheme was unfair competition since persons paying only casual attention to the matter might readily be deceived into mistaking the defendant's cab for one of the plaintiff's taxis.

Quaker City Battery Co. Appointment

The Quaker City Battery Company, Philadelphia, is running an advertising campaign in newspapers having special radio pages, general magazines and farm publications. The account is with Theodore E. Ash, advertising agent, also of that city.

L. O. Fiske Joins Metropolitan Advertising Co.

Lyman O. Fiske, formerly with the Hazard Advertising Corporation, has joined the staff of the Metropolitan Advertising Company, New York. He was at one time business manager of the *Dramatic Mirror*.

Joins "Popular Science Monthly"

Godfrey Hammond, who for the last three years has been on the advertising staff of the *New York Tribune*, has been appointed promotion manager of *Popular Science Monthly*.

The Audiola Radio Co. has placed its account with The Irwin L. Rosenberg Co., of Chicago. Class papers will be used.

Boston Sunday Advertiser FIRST in New England

The Boston Sunday Advertiser has the largest net paid circulation of any newspaper in New England, morning, evening or Sunday.

The Boston Sunday Advertiser is read regularly by more than 416,358 families—more than one out of every four families in all New England.

The readers of the Boston Sunday Advertiser would make more than three Montanas, or two Oregons, or three South Dakotas, or more than five Vermonts. Taken as a unit the readers of the Boston Sunday Advertiser constitute a market of tremendous possibilities.



Largest net paid circulation (416,358) in New England

All sold at 10 cents a copy

*Announcing
Another
Artgravure
Supplement*

CINCINNATI ENQUIRER

(Commencing July 15, 1922)

Latest authentic reports show seventy-one newspapers in the United States with gravure sections. Of these the Art Gravure Corporation prints thirty-one.

There can be no better indication of the confidence imposed in us.

ARTGRAVURE

Art Gravure Corporation

424 West 31st Street
New York City

Plain Dealer Building
Cleveland, Ohio

**Catalogues — Folders — Broadsides — House Organs
Newspaper Supplements — Magazine Inserts**

Advertising Interprets Insurance Agent to His Community

How a Tulsa, Okla., Insurance Agency Has Used Newspaper Advertising

MOST insurance companies—life, accident, fire, tornado and on through the entire classification—have held fast from time immemorial to the theory that since paid advertising space would benefit their agents more than it would benefit the company, the agent should pay the bill for such space. Agnostic and then heretical insurance companies, viewed in the light of orthodox observance of this theory on insurance advertising, have appeared on the scene. The number has been swelled rapidly within the last two years.

While insurance companies have been changing their position on the question of paying for advertising (in some cases footing the bill entirely and in others sharing the expense proportionately with the agents), the agents themselves have accepted the old-time edict of the company and have spent their own cash for advertising. Aided by advertising agencies and newspapers, the insurance agent has been able to formulate and carry into use in newspaper advertising ideas that have paid him. At times the individual agent or agency organization has done the advertising alone; at other times groups of agents in a city or section have pooled their advertising ideas and cash. It may be said that the co-operative advertising campaigns have usually brought forth the best copy and advertising. The individual agent's advertising effort does not stand out so markedly. The transmittal of the experiences that insurance agents have met with in both types of such advertising has come largely through the columns of PRINTERS' INK.

To this list PRINTERS' INK has found another example well worthy of consideration, particularly as an indication of the growth in an understanding of the use of advertising by the in-

surance agent. Tulsa, Okla., furnishes this example. Through the efforts of the *Tulsa Tribune*, Pearce, Porter & Martin, a general insurance agency of that city, of some years' standing, has undertaken to tell in that newspaper who they are and what they have to sell.

It was last April that the heads and members of this agency undertook to explain who they were and what kind of insurance they had to offer. They have been at it three times a week ever since in single-column space varying in depth from five to eight inches.

After an introductory advertisement of large space that gave pictures of all the members of the agency and a statement that an advertising campaign was starting, the copy proceeded to appear with regularity as part of a complete plan. In the beginning each advertisement was devoted to a picture and a brief synopsis of one member of the agency. The copy of the first advertisement of this series may be taken to illustrate this idea. Below a picture of J. S. Pearce was the following:

Are you glad to see me—I mean when I come to see you—or do you say: "There is another of those tiresome insurance agents?" Do I enter your door apologizing for taking up your time with a matter of little importance? Are you doing business with me just because I am a friend or neighbor and you do not like to turn me down?

I will admit that when I first started in the insurance business in Tulsa on July 5, 1910, I was very timid about approaching a man and asking him for insurance. I was partially ashamed of my profession. I have since discovered that I had reason to be ashamed, not of my profession, but of my own ability to practice that profession.

It requires years of study to learn the business of insurance, just as is necessary in any other profession. Fortunately many colleges are now prepared to teach this profession and the insurance companies are training many men in their own schools each year.

When I call on you I want you to consider me a professional man offering a service to you, to your business, and

to your family. Give me a fair hearing and I will take no advantage of any existing friendship, but discuss my business in a business-like way.

Following this series was another. In this series each advertisement reproduced a picture of an individual, and explained a form of insurance. An example of this series, an advertisement that carried the picture of E. H. Gilbert, office manager of the agency, may be cited. Under Mr. Gilbert's picture and name was a heading, "Personal Effects Insurance," and following explanation of that heading:

This Insurance covers Personal Effects belonging to the assured or any member of his household against Fire or Theft any place except the assured's home. It covers your hat or coat taken at a restaurant. It covers your baggage stolen while traveling. It covers laundry and clothes sent to the cleaners. It covers your children's clothing while at college. It covers your clothing and personal effects while at hotels. It covers many other things. The cost is \$2.50 per \$100. Take out one of these policies and feel safe whenever away from your house. Call me and I will tell you more about this insurance.

The signature of the member of the agency whose picture was given in an advertisement was reproduced in that particular advertisement below the copy. The firm name, address and telephone number were always included. The emblem and slogan of the Aetna Company was also carried in all of the copy.

Actual business has been traced direct to almost every piece of copy that has appeared.

The day the first advertisement appeared there was a telephone call, from a town fifty miles distant, asking for one of the salesmen whose picture appeared. The person calling, a woman, had decided that she needed an insurance policy for a building that she owned in Tulsa.

The second advertisement brought immediately an order from a Tulsa oil company for two bonds, which totaled \$30,000. The actual cost of the advertisement that brought that order was about seven dollars. Examples of such returns are many. More could be given.

The campaign is bringing in the business despite the general tone of the copy. Even though it had failed to bring direct business immediately, its value could not be questioned; for it is a campaign that is well calculated to give these Tulsa insurance agents a closer personal relationship with all of their prospects and to give their prospects a better understanding of insurance.

G. A. Rutherford Heads Cleveland Advertising Club

The Cleveland Advertising Club, at its annual meeting, elected George A. Rutherford president. He succeeds Allard Smith.

The following directors were re-elected: Henry Turner Bailey, Joseph F. Coulston, Lincoln G. Dickey, L. W. Ellis, C. H. Handerson, C. W. Mears, E. C. Roberts, and E. W. Rose. Three new directors were also elected: Edgar E. Adams, general superintendent of the Cleveland Hardware Company; E. S. Goldstein, advertising manager of the May Company, and Robert J. Izant, advertising manager of the Central National Bank Savings and Trust Company.

Detroit Agency Adds to Staff

The Campbell-Ewald Company, Detroit advertising agency, has added to its staff R. S. O'Neill and D. R. Merrill.

Mr. O'Neill was formerly with Erwin, Wasey & Co., Inc., Chicago, and previously had been with the Gardner-Johnson Advertising Bureau, Washington, D. C., and the Washington Times.

Mr. Merrill has been advertising manager of the American Lady Corset Company and was previously with the Printz-Biederman Company and the Russ Manufacturing Company, both of Cleveland.

Made General Manager of Apperson Company

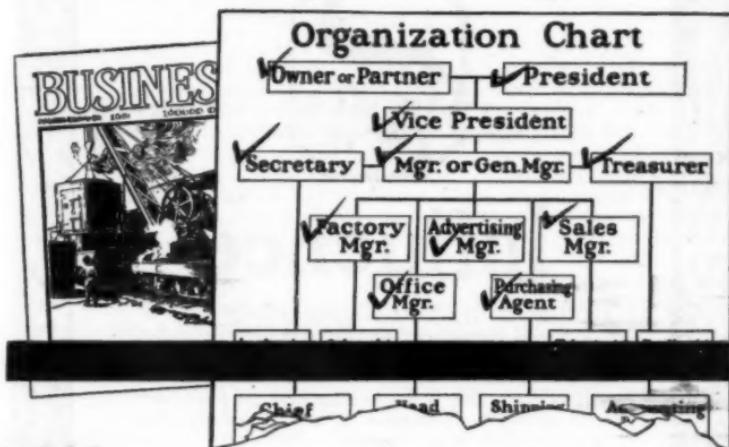
N. H. Van Sicklen is now general manager of Apperson Bros. Automobile Co., Kokomo, Ind. Mr. Van Sicklen joined the Apperson organization on March 1 of this year, without title. He is a former publisher of *The Bearings, Cycle Age* and *Motor Age*, and helped to develop *The American Automobile Blue Books*.

B. N. Garstin with Lansing, Mich., "Capital News"

Bert N. Garstin, formerly business manager of the Detroit Times, is now general manager of the Lansing, Mich., Capital News.

Mr. Garstin previously was with the business management of the Louisville, Ky., Courier-Journal and Times.

Are These Men Automobile Prospects?



If they are, the circulation of **BUSINESS** is a 92% prospect list

Of the 160,000 copies of **BUSINESS** mailed monthly, 92% are received and read by executives holding one of the titles shown above the line.

Every man in that 92% class is a prospect for an automobile. Many of them also approve the purchase of automotive transportation units for their concerns. The other 8%—minor executives—are potential prospects.

Can you afford to miss this opportunity to reach this selected list of business executives?

BUSINESS

The Burroughs Publications

Published by the Burroughs Adding Machine Company, Detroit, Michigan

PERSONALITY: *The sum of the qualities peculiar to a person or thing, distinguishing it from other persons or things.*



Influence

THROUGH all the homespun helpfulness of Good Housekeeping runs a golden thread of personality that makes its texture different. The American woman herself cannot analyze the difference. She feels instinctively its presence; and proves the influence of the magazine in her own reaction to it.

There is the achievement of Good Housekeeping Institute, for instance. Starting in a small way to help the American woman to know the value of the things she was buying, the Department of Household Engineering of the Institute has tested the products of hundreds of manufacturers. Its success has been due partly to the sincerity of its own effort, partly to its technical proficiency, but mainly to the co-operation of the women of America. They have come forward in thousands and in tens of thousands to define the lines along which they needed help. And so the Institute, enjoying the full value of consumer viewpoint, has become one of the country's most powerful recognized agencies for the improvement of designing and manufacturing standards in household appliances. Its physical growth has been in keeping with its influence and today it occupies two entire floors at 105 West 39th Street.

In the very highest degree has Good Housekeeping developed the quality of producing action on the part of the American woman. It is the influence that proves in tangible achievement the force of personality.

GOOD HOUSEKEEPING

119 West Fortieth Street, New York

INFLUENCE: Is the inevitable result of personality.

Trial Advertising Opens a New Market

Makers of Ornamental Metal Work for Public Buildings Discover Way to Reach Large Consumer Market with a New Product

By Roland Cole

THOUSANDS of manufacturers serve limited fields, like the makers of sprinkler systems for industrial plants or concerns that make elevators or escalators for public buildings. They have only an "industrial" market. Theirs is a problem of inter-industrial marketing. The "consumer" market is not considered by them as perhaps worthy of study.

Yet these two concerns know full well that a consumer market exists for them. It is a positive certainty that one hundred years from today there will be sprinkler systems in every barn and farmhouse throughout this land. A need exists right now for an inexpensive sprinkler equipment for residences in town and country, for a simple household elevator that could be operated by water power or from an electric socket, as well as for scores of other things that will be realities before another century rolls around.

There is a certain concern in this country, which built up an excellent business for a building material used in the construction of roofs for large buildings. It had an industrial market, and took it for better or for worse, dismissing from consideration whether there might not be a consumer market it could supply as well. The manufacturer of this product made a by-product which the company found could be made into a floor covering for kitchens, pantries, bathrooms, and the like. After it made it up into floor covering material the public took a fancy to it and bought it in increasing quantities. This action on the part of the public distressed the officers of the company. I did not want to be annoyed with such picayune details—as selling the consuming public. It was the industrial market they wanted

to serve. So they sold out the floor-covering end of the business.

Today the child is larger than the man. Last year the offspring company spent over a million dollars in advertising. Steadily year after year, during the war and all through the depression that followed the war, the business of this concern has grown. While the original company sat down and bemoaned the peaceful quiet that hung like a cloud over the industrial field, the second company found tens of thousands of small buyers for its product, which kept factory wheels turning, which gave employment to a lot of people, paid salaries to salesmen and made a profit for the stockholders.

Examples such as this are not to be found frequently. Experiences of companies that have studied and mastered this problem are worth attention and for that reason a brief account of how a company manufacturing ornamental metal work for public buildings found a way to a market of a million of small homes everywhere is here set down.

This organization, The Smyser-Royer Company, of York, Pa., manufactures architectural ornamental metal work. It has executed the contracts for some of the largest buildings in the Eastern part of the United States and has a reputation for high-grade work. In the course of time it accumulated patterns of lamp posts in a number of different designs and at length issued a catalogue. This catalogue it has mailed to architects. It also became a consistent advertiser in architectural publications. By such advertising it succeeded in developing a lamp post business of considerable size.

Before his death a few months ago, B. Frank Royer, then presi-

dent of the company, conceived the idea of designing a line of "arts and crafts" lanterns. He believed they could be sold to public buildings, churches, schools, etc. A line of lanterns was accordingly made up. They are of large size, the smallest one being nearly a foot and a half high, and range in price from \$30 to \$100, too expensive for the average small home. However, they are all made of cast iron, a material superior to the ordinary wrought-iron or stamped metal generally used for such lanterns, which is the kind usually sold to the small home.

With such a line of lanterns ready for the market, it was a considerable problem to know just how to advertise them. The company was not inclined to think it could get anywhere by advertising to the consumer generally because of the high price and expensive nature of its product, and yet it felt that it should not only present its case to the architect from the architectural angle but that it should reach him also from another angle—a full line of lanterns from which a selection could be made for decorative effects at any time.

After careful consideration it was decided to insert a trial advertisement in a class publication. An advertisement was therefore run in September and another one in October. Through a fixed policy of the company it was necessary to have the addresses of the main office and works at York, Pa., and the Philadelphia office appear in the advertisements. All the inquiries could not come to one office. It has therefore been difficult to trace accurately the number of orders that have gone to York, and the number that have gone to Philadelphia, although it is believed that the number received at each place is about equal.

The first advertisement, which was run in September occupied a quarter-page space. It was entitled "Make Your Home Smile," and said in part:

"Few things go further towards making a house a *home*—outside as well as in—than artistic exterior

lighting. Nothing welcomes the coming guest or speeds the parting one like a cheerful radiance at the gate, along the drive or on the porch. Nothing is more discouraging to the evil-doer.

"Since 1840 the works at York, Pa., have specialized in artistry in iron. Smyser-Royer fixtures adorn America's most beautiful estates. They light the approach to the Grand Central Station in New York. They illuminate the Roosevelt Dam in Arizona.

"The Smyser-Royer line ranges from a quaint and modest porch lantern for the smaller town or suburban house to the most elaborate lighting effects suitable for extensive demesnes or public buildings. The Smyser-Royer name is warranty not only of superior craftsmanship but of lasting, weather-resisting beauty."

An illustration of a lantern surrounded the advertisement, which was set in single column style, and a coupon occupied the lower space. The wording of this coupon has an important bearing upon the results of the advertisement. It reads, "Please send booklet describing fixtures suitable for small home, country estate, public building, office building or industrial plant. Electrical contractors, architects, etc., should request catalogue F."

"We were not fully prepared for the results of this advertisement," said Frank C. Royer, secretary and treasurer of the company, "as we had no real literature to send to inquirers other than a makeshift folder. We sent this out and enclosed in it loose-leaf illustrations of the lanterns we thought would be suitable for country homes. The inquiries we received were as follows:

Small house inquiries.....	550
Country estate inquiries.....	277
Architect's inquiries	57
Electrical dealers' inquiries.....	29
Community lighting inquiries.....	35
Miscellaneous inquiries	48
Inquiries for Complete Catalogue	
F (our large catalogue).....	57
Public building inquiries.....	21
A total of.....	1,074

"Notice that we received fifty-seven inquiries from architects and



Are You Using the Selling Power of Your Users?

NO matter what your product or how you market it, its good reputation among users holds wonderful sales possibilities for you. ¶ And in particular this appeal has unusual strength in a market composed of a limited market of users—as, for example, in the heavy machinery field.

¶ But the same selling force can be employed with jobbers, distributors, or retail dealers. The specific application to your conditions will depend upon many factors.

¶ How it is done is discussed briefly, but readably, in a book that surveys and dissects various

marketing problems—
PROMOTING SALES.

Specifically, PROMOTING SALES is of interest to Advertising Managers, Sales Managers, and higher officials, and is sent to such executives, upon their request, made on their regular business letterhead.

The Corday & Gross Co.
Cleveland
Effective Direct Advertising

2nd in National Advertising

DURING the first five months of 1922 The New York Herald carried more lines of National Advertising than any other morning newspaper in New York, with one exception.

The following chart shows the trend of National Advertising in 1922 compared with 1921:



During the same period this year The New York Herald led all other New York morning newspapers, with one exception, in lines of Total Display advertising.

It becomes evident that increasing numbers of advertisers find that they cannot cover the New York market—the world's greatest market—with The New York Herald.

THE NEW YORK HERALD

280 Broadway, New York City

Western Office: 208 South La Salle Street, Chicago, Ill.

in addition to that fifty-seven inquiries for our Catalogue F. The twenty-nine inquiries from electrical dealers and twenty-one inquiries from public buildings also indicate that we were successful in reaching the groups we were after."

The results of this advertising proved two things: First, that the kind of advertising used reached the important groups of buyers, like architects and electrical contractors, as well as other groups not counted on, such as the 550 inquiries received from owners of small homes. Second, that there is a big consumer market waiting for some manufacturer of a type of lantern low enough in price to be within the reach of the average home.

After the company ran the advertisement quoted and another quarter-page advertisement in the October number of the same publication a regular campaign began in January. For this a complete booklet was printed, 16 pages and cover, entitled "The Lamp of Hospitality" which undertakes to present "exterior lighting" to the American public.

"Exterior lighting," reads the introduction to this book, "has long been employed in connection with the more artistic public buildings and larger private estates, but the following pages are intended to convey some idea of its application to the more modest home and to the 'community beautiful' as well."

This booklet is divided into four parts. The first part is designed to interest owners of country estates and modest town or suburban houses; the second for "The Country Seat and the Community Beautiful"; the third for "The Private Home"; the fourth for "The Public Building."

From January 1 to March 31 the company received in round numbers 2,000 inquiries for the booklet, the majority of which came from small home owners and a proportional share from architects and electrical dealers.

"By the very nature of the proposition," said the advertising manager of the company, "we are

not checking up very carefully the dollar-and-cents returns from our advertising. I feel certain, however, from the way sales have been going that 1922 will show a decided increase over 1921. It has taken us a long time to realize that we could get into the field of making a small lantern made of cast iron at a reasonable price for the average home. With such a lantern as a leader we will be able to pull more dollar-and-cents business than we have, because we have found in sending out our catalogues and price lists that we can get a large volume of business from this small home owner."

Shampoo Account for Grandin-Dorrance-Sullivan, Inc.

The Sanitas Company, Inc., of Brooklyn, N. Y., maker of Pineglow Shampoo, has placed its account with Grandin-Dorrance-Sullivan, Inc., New York.

Large space in daily and weekly newspapers in Northern New Jersey, the Hudson River valley and the coast towns of Connecticut and Rhode Island will be used beginning early in July.

Direct-Mail House Reopens Detroit Office

The Robert Smith Company, Lansing, Mich., direct-mail house, has reopened its Detroit sales and service office. William M. Keese, recently merchandising counsel for the Parkham Company and formerly in charge of sales promotion for the Columbia Graphophone Company, is in charge of this office.

Two Accounts for Goldman, Carrigan Agency

The Bias Narrow Fabric Company and the Goldman Costume Company, "Betty Wales" dresses, both of New York, have placed their advertising accounts with Goldman, Carrigan & Co., also of New York.

Howard E. Rogers with Standard Rate & Data

Howard E. Rogers has been made manager of the newspaper and farm paper division of the Standard Rate & Data Service, Chicago. He was formerly with Barbour's Advertising Rate Sheets, Chicago.

Death of Guy B. Barham

Guy Brinton Barham, publisher of the Los Angeles *Herald*, died in London on June 9. Mr. Barham had been the directing head of the Los Angeles *Herald* for eleven years.

Van Heusen Makes the Retort Courteous

Humor in Collar Copy to Offset Attempt to Belittle Wearers of Soft Collars

By Robert Bostick

WHAT is the manufacturer to do when other manufacturers in an allied or accessory field do things which might undermine his market? We have, for example, the case of the soft-collar manufacturer. A few months ago PRINTERS' INK told of the attempt to belittle wearers of soft collars by advertising which said that almost all successful men wear stiff collars. Conversely, it might be assumed that most of the soft-collar wearers were unsuccessful.

This sort of advertising and sales effort was all right for the stiff-collar maker, but how about The Phillips-Jones Corporation, maker of the Van Heusen semi-soft, unstarched brand of neck-piece? What could this manufacturer say in rebuttal and defense? If all its customers were to be dubbed unsuccessful because they didn't wear another type of collar, should it preserve a dignified and frigid silence, enter a detailed denial with examples of successful men who wore unstarched collars, or how else meet the competition offered in the advertising?

Van Heusen decided to use humor in its copy—an ancient weapon, but one often found effective. Full-page periodical copy crammed full of happy humor is being used to offset the negative idea of "no style," and evolution is its keynote. The thing talked about is "Ye Hall of Discomforts." Its illustration shows a large hall containing glass cases in which repose seven great exhibits before which men are gathered laughing and dancing with glee, or showing signs of horror and dismay. One is being carried off in a fainting condition from before Exhibit 1, which is an effigy of a man in a large starched ruff. The descriptive paragraph reads thus:

[1] Starched Ruff

Because its starched points wrought grievous injuries to both wearer and spectators and thereby caused unseemly brawls and bloody encounters at her Court, this picturesquely neckwear was forbidden by the Good Queen Bess.

The remainder of the exhibits illustrated are thus described:

[2] Hard Boiled Shirt

Men have attacked and conquered this fearsome monster alone and unaided, but it was customary to call in the neighbours to help. The Society for the Suppression of Profanity abolished it when the soft shirt appeared.

[3] The Dickey

Some historians contend that this quaint device was an article of fashionable attire, while others insist that it was a means of defence in time of war.

[4] Detached Cuffs

When stiffly starched these primitive and cruel fetters caused great woe and misery to malefactors and the ungodly. Said to have been impossible to keep them in sight when clean or to hide them when dirty.

[5] Beaver Hat

Originally modelled on the lines of the Mississippi steamboat funnels. Walked the plank when the soft felt hat arrived.

[6] Coat with Padded Shoulders

The padded shoulders of these coats [which bear a remarkable resemblance to the New York Public Library] often provided sufficient horse-hair to make a sofa, when the eldest daughter was married.

[7] An Uncomfortable Collar

An ordinary collar, stiff or soft, which does not afford comfort with dressiness may now be replaced by A Collar With Character—not merely a more comfortable collar—but a new collar with style and comfort both woven and tailored into it.

The remainder of the copy points out that the present generation wears a soft shirt with a soft bosom and soft cuffs, a soft hat with soft rolling lapels because they are more comfortable and better looking than those they have displaced—and describes the Van Heusen collar and the Van Craft shirt, a soft white shirt with the Van Heusen collar attached.

The serious side of the adver-

ETHRIDGE



THE IDEA SHORTAGE—

IDEAS are the things that count most in any undertaking.

* * *

All business, all progress, is made up of ideas, and not the least important of these is the selling idea.

* * *

The Ethridge Company maintains the largest and most expensive creative idea force of any similar organization in America, under the leadership and supervision of its Vice-President, W. Livingston Larned.

THE BEST IN
ADVERTISING
ILLUSTRATION

THE ETHRIDGE CO.

NEW YORK
25 E. 26th Street

CHICAGO
203 So. Dearborn St.

Ontario Offers An Attractive Market for Rotogravure Advertising

♦ ♦ ♦



ONTARIO is the most thickly populated and the wealthiest Province in the Dominion of Canada.

The southern half, comprising 112,500 square miles, in 1921 had a concentrated population of 2,929,054. The northern half is mainly unexplored forests, rich in minerals and networked with lakes and streams.

Almost in the centre of the southern half is Toronto, the capital, the source of the business and educational life of the whole province. There are 618,215 names in the 1922 City Directory, while the population of city and immediate suburbs is given as 671,761.

The people of the city and province are well served by both *THE TORONTO DAILY STAR* and *THE STAR WEEKLY* (Sunday edition of The Daily), the former with a circulation (average for May) of 118,457, the largest of any daily newspaper in the city, the latter with an average circulation of 148,440, larger by at least 50,000 than that of any similar paper in Canada.

Outstanding as a means available to advertisers for reaching this attractive market of nearly 3,000,000 people is the Rotogravure Section of THE STAR WEEKLY. Eight pages of Rotogravure, eagerly looked for and attractively printed on the only Rotogravure plant owned and operated by a newspaper in Canada, offer a most desirable medium, in one paper, for creating a demand for any good product.

Members of the Audit Bureau of Circulations.

UNITED STATES REPRESENTATIVES :

CHAS. H. EDDY CO.

Fifth Avenue Building
New York

Old South Building
Boston

People's Gas Building
Chicago

MONTRÉAL Special Representative---J. B. Rathbone, Transportation Building

June 15, 1922

PRINTERS' INK

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tisement occupies about ten per cent of the space—the ninety per cent of humor appearing, apparently, that much more important to the advertiser. Thus another example of good-natured humor has made its appearance in advertising to offset a serious opposing idea.

From a London Manufacturer

GLAXO

GENERAL MANAGER'S OFFICE

LONDON, May 22, 1922.

Editor of PRINTERS' INK:

I feel I ought to write and thank you for that uniquely interesting and valuable article, "When Buyers Set You Right," in *Printers' Ink Monthly*, May issue.

As you know, I am a close and persistent student of both *PRINTERS' INK*, *Weekly* and *Monthly*, but I do not remember reading or enjoying a more instructional, informative and interesting article.

The subject was handled in such a masterly manner that the facts can be of value to every person who uses advertising in any form.

ALEX NATHAN.

New York State Newspaper Meetings

The New York Associated Dailies and the New York State Press Association will hold their summer meetings at Kaaterskill, N. Y., the end of this month. The Associated Dailies meeting will be held on June 26 and 27. The meeting of the State Press Association will be held on June 27, 28 and 29.

Petry Joins Peters Branch of International Shoe Co.

Fred H. Petry has resigned as advertising manager of the Samuels Shoe Co., St. Louis, to become assistant to J. K. Stribling, advertising manager for the Peters Branch of the International Shoe Co., of that city.

John De Wild Makes a Change

John De Wild, who until recently was on the staff of the *Northwest Commercial Bulletin*, Minneapolis, has taken charge of the dealers' service bureau for the Ely & Walker Dry Goods Co., of St. Louis.

A. B. McIntire with Nast Publications

Allyn B. McIntire, for some years with N. W. Ayer & Son, has joined the New England office, at Boston, of the Nast Group, *Vogue*, *Vanity Fair* and *House & Garden*.

Boston Spiritualists Use Advertising Mediums

Newspaper space is being used in Boston to advertise spiritualism. A series of advertisements explaining the principles upon which spiritualism is based has been prepared. Saturday issues are being used.

Under the heading, "Declaration of principles of spiritualism, first principle," the copy says: "We believe in Infinite Intelligence. Infinite Intelligence pervades and controls the universe, is without shape or form and is impersonal, omnipresent and omnipotent. Infinite Intelligence is God."

The copy occupies space two columns wide by four inches deep. The slogan, "The Religion of Happiness," appears in each advertisement.

Church Secretaries Discuss Advertising

The universal use of paid advertising by the churches was urged recently at the annual conference of the inter-denominational secretaries of ministerial relief and pensions at Atlantic City, N. J.

"There should be a fund in every church to be used for publicity purposes," Rev. J. T. Brabner Smith, the chairman of the Chicago Church Federation commission on publicity, drove home. "The churches should buy space in the daily newspapers and announce their services and their doings with the same energy as the business houses."

Seattle Agency Obtains Four New Accounts

The Telechronometer Company of America has placed its account with the Strang & Prosser Advertising Agency, Seattle. This agency also has obtained the accounts of A. J. Upshus & Co., Seattle, cabinet makers and manufacturers of interior finish; Church's Grape Juice, Kennicott and Seattle, and the Wheeler Osgood Co., Tacoma, lumber products.

Southern Bond Account with Chicago Agency

Caldwell & Company, Nashville, Tenn., investment bankers, have placed their first mortgage bond advertising account with the Chicago office of Ruthrauff & Ryan, New York advertising agency. A magazine campaign is planned.

Establishes New Art Service in Chicago

Lew Merrell, cartoonist, has established an advertising illustration bureau in Chicago under the name of the Lew Merrell Art Service. Mr. Merrell continues to be associated with the Business Cartoon Service, Chicago.

Advertising to Industry's Four Contact Points

How and Why The American Rolling Mill Co. Has Advertised a Raw Product, "Armco Ingot Iron" to the Public, the Customer, the Employee and the Stockholder

By Bennett Chapple

Of The American Rolling Mill Co.

BACK in 1905 the farmers asked the Secretary of Agriculture why their metal fences rusted away so rapidly. They remembered the day when fence wire and iron nails lasted for many, many years. And so they naturally wondered why the new fence wire didn't have the same lasting quality.

Their request brought about an immediate investigation. The Government assigned to a noted metallurgist the task of finding out why modern steel wire gave such short service. The full details of this investigation are a matter of Government record. After months of research this metallurgist said: "Make your metal pure and it will not rust so rapidly."

The magnitude of such a task was well understood by all manufacturers of iron and steel. And it was generally considered impossible to produce a pure iron in commercial quantities. But the farmers cried out for iron that would have the lasting quality of old-fashioned puddled iron, and old Mother Necessity heard the call, as she always does when the public demand becomes urgent enough.

The outcome was that The American Rolling Mill Company, then a small concern, succeeded in giving to the public a commercially pure iron that has found its way into all the world markets.

When it was definitely proved that Armco Ingot Iron would meet a real public need, we went to the public with our story.

Armco blazed the trail in raw-

From an address before the first National Industrial Advertising Conference at the Milwaukee Convention of the Associated Advertising Clubs of the World.

product advertising to the public. When you come to think of it, raw iron is about as raw a product as one can imagine—it seems wholly colorless and uninteresting, something that naturally loses its identity immediately after being fabricated into some useful article.

But the story of rust resistance added the necessary color, and our campaign of building a trade consciousness of Armco—a raw product—was launched. And because it was a raw product the advertising was directed into every nook and corner where Armco Ingot Iron could possibly be used.

A PRODUCT WITH MANY USES

For instance, Armco Ingot Iron is probably playing its part in your home. As a gas range, it cooks your evening meal; as a huge tank holding millions of cubic feet of gas, it supplies the fuel to the range. Down in the cellar, as a gas water heater, it heats the water for your shower.

After supper Armco Ingot Iron may continue to work for you. Your wife places the dishes in an electric dish washer or washes them in an enameled sink. She places them to drain on a porcelain-top table or on the enameled lids of the wash tubs. She throws the supper refuse into a galvanized garbage pail, and places the left-overs in the refrigerator. All these articles are made from Armco Ingot Iron.

Or follow this picture of the result of raw advertising to the public: On your supper table there was probably some milk. In forty-quart cans Armco Ingot Iron brings milk to the city; as a

The Onward Sweep of McCall's

The Fastest Growing Magazine in America

1918 —	1,171,000
1919 —	1,177,000
1920 —	1,341,000
1921 —	1,361,000
1922 —	1,700,000

WHAT'S back of this growth? Pick up any issue of *McCall's* and see for yourself.

Five hundred thousand new families have moved into *McCall Street* since 1918—and still they come.

McCall's is growing with ever-increasing speed. High spots for the next twelve months include: Brilliant articles by Margot Asquith. Five complete novelettes by Booth Tarkington. Van Loon's "The Story of the Bible," the greatest feature any magazine has ever published. "Eris," a novel of movie life by Robert W. Chambers, the finest piece of work, artistically speaking, Chambers has ever done. A complete novel of oriental life and adventure in Kipling's manner by May Edginton. Debate on "What Men and Women Think

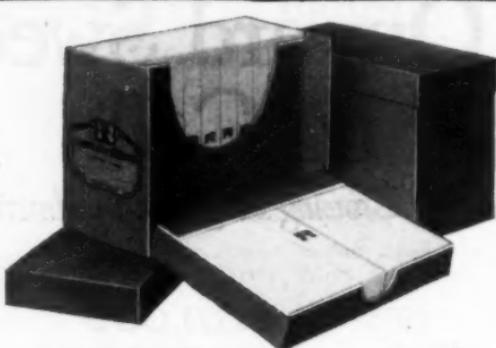
of Each Other," by Fannie Hurst and Joseph Hergesheimer. Splendid editorials by Gene Stratton-Porter on spectacular social issues of American life today. Unexcelled departments by Dr. Charles Gilmore Kerley, May B. Van Arsdale and Day Monroe, Lilian M. Gunn, Mrs. Gouverneur Morris, Ruby Ross Goodnow, Winona Wilcox, and others. Short stories by the pick of the world's authors, including Arthur Somers Roche, Louis Joseph Vance, Ethel M. Dell, Nalbro Bartley, Royal Brown, Fanny Heaslip Lea, Ahmed Abdullah, Holworthy Hall.

"The onward sweep of *McCall's*"—study it; analyze it; grasp its meaning—remembering always that *McCall's* readers spend over two billion dollars a year.



THE MCCALL COMPANY, 232-250 West 37th Street, New York City
13 Chicago San Francisco Atlanta Toronto

MC CALL'S MAGAZINE



Helps well-written letters to produce results

DANISH BOND

ONE OF THE LINES OF PAPERS WATER-MARKED DANISH

DANISH Bond gives character to executive messages; adds punch to sales letters; puts personality into private correspondence—because it has the life and strength, the snap and crackle, that mark a high-grade writing paper.

Yet Danish Bond is not expensive. Its moderate cost is as satisfactory as its quality.

Danish Bond is sold in white and ten colors, which makes it adaptable to a wide range of direct advertising uses. The water-mark is the seal which identifies its excellence.

Danish Bond Executive Cabinet

Dust-proof and distinctive. Holds 250 sheets of Danish Bond with envelopes to match. Your printer will supply you—or a post card to us will bring full particulars, samples, prices, etc.

DANISH LINEN
DANISH
KASHMIR COVER



DANISH LEDGER
DANISH
INDEX BRISTOL

Made in the hills of Berkshire County by the

B. D. RISING PAPER CO., Housatonic, Mass.

freight car it transports these cans. As metal culverts it carries small streams under the roadbed; and as bond wires carrying the current for automatic signals, it speeds the train in safety.

Then go back to the farm from which the milk came. Armco Ingot Iron was probably used in the milking machine that milked the cows. As wire fencing, it keeps the cows from straying out of the pasture field. It is the metal in the conveyor which carries stable refuse to the barnyard; it is in the grain bins, the water troughs, feed hoppers and galvanized pails.

Few people realize how far-reaching this raw-product advertising is until they get into it. At the farmhouse the same metal may do duty in the shape of a furnace; a washing machine; a water tank that supplies the house with running water; a kitchen range; in the form of wash tubs; an acetylene or gasoline lighting plant; or sewage-disposal system.

Nor does the raw-product advertising end here. In building structures we have Armco Ingot Iron in the form of roofing, gutters, cornices, skylights, window frames and ventilators. The gas industry wanted to know all about a rust-resisting iron out of which they could make gas holders. Then came the ice and refrigeration field, followed closely by the sombre measured tread of Mr. Undertaker and the casket and grave-vault industry.

EVERY FIELD IS INVESTIGATED BEFORE ENTRY IS MADE

Seriously speaking, Armco for a while "had so many children she didn't know what to do." But we have always been careful to make sure that we were first able to render customers in a particular field a distinct service before we started advertising in that field. Armco believes in this kind of careful and intensive research work for the benefit of customers as the finest type of advertising.

It is a well-known rule of human conduct—the tendency to stick to the beaten path, the wish to be with friends rather than

strangers, the preference for merchandise that is known rather than unknown—that gives advertising its chance.

For it is advertising that has made household words of such names as Campbell's, Gold Medal, Ivory, Heinz's. And it is advertising that has set the high standard of quality which Mrs. Jones, multiplied millions of times, has come to look for in the goods which bear these names. The same holds true of industrial products.

Likewise, it is advertising that has made the use of Armco Ingot Iron sheets a selling argument. A great deal of money has been spent in familiarizing householders with the characteristics of Armco Ingot Iron. This year Armco Ingot Iron is being advertised more actively than ever before.

But the household is only one field in which Armco Ingot Iron plays its part. It is also used by railways, coal mines, builders, public utilities, manufacturers—in fact, by nearly every industry. This huge industrial field is covered by trade papers in the Armco advertising programme.

Motion pictures of the making of Armco Ingot Iron are being shown at conventions and through Y. M. C. A.'s and non-theatrical mediums. Thousands of dollars are being spent for direct advertising. As part of this campaign a series of illustrated bulletins on Armco Ingot Iron goes each month to sheet-metal workers, heating and ventilating engineers, tank builders, railroad and gas plants—all of which are large users of Armco sheets.

A series of technical bulletins is also mailed each month to architects, and with these goes a form which the architect fills out and mails to us whenever Armco Ingot Iron is specified in his work. In this way the company gets in touch with the contractor on the job and makes sure he is supplied with Armco Ingot Iron.

Each month distributors receive a letter from us inclosing proofs of business-paper advertisements to appear the following month,

June 15, 1922

June 15

samples of direct-mail literature and a description of the inquiries and results from advertising of the previous month. Selling letters to distributors' customers, on the distributor's letterhead, are also prepared by us to help Armco distributors in their own direct-mail campaigns. Booklets imprinted with the distributor's name are also supplied them. Whenever a new distributor is secured letters on Armco stationery are sent to all the distributor's customers, informing them of the new connection.

While we have been busy at home we have not neglected the foreign field, which is, after all, the great and essential market for American industries. All of the principal markets of the world are represented through special agencies, which carry on intensive advertising campaigns in their own locality. We are supporting this with general advertising in export publications and with ample supplies of direct-mail matter, which constitutes the warp and woof of the export advertising.

The growth of Armco Ingots in the world markets has been steady and sound. There, as at home, service has been the predominant idea. Just one illustration will serve to show the growth of a quality product in a new market. A large gas engineering concern in Australia decided to use Armco for one of their large gas holders. When the plates were delivered, the holder built, and the quality of the material better appreciated under actual service conditions, the engineers concluded it would be advantageous to make their entire plant of Armco Ingots throughout.

Illustrations of this kind are very effective, both at home and abroad, because they voice the opinion of a world appreciation after the widest possible comparison—a comparison that voices the highest approval you can get—because it embraces all possible markets in competition with the best material the world offers.

Now I want to give you a close-

up view of how Armco advertising is tied with that of our customers.

Many concerns using Armco Ingots are themselves national advertisers and they take advantage of Armco publicity by featuring our material in their own advertisements. We call this collateral advertising. Little round transfers bearing the Armco triangle trademark and the words "Made from Rust-Resisting Armco Ingots Iron" are supplied to fabricators of Armco products. These transfers may be affixed under each manufacturer's label.

COLLATERAL ADVERTISING

Here is the way it works out. Upon entering a modern hardware store today, you will probably be attracted by a fine electric washing-machine display in the window. A second look will no doubt reveal the Armco triangle under the maker's label. As you go on into the store, you come across a garbage can with the same label. Or it may be a galvanized pail, a stove, or a furnace.

Hundreds of thousands of these little transfers are supplied to distinguish products made of our material. In this way the Armco trade-mark "carries through." And all the time the customer is learning to associate quality and service with products made of Armco Ingots Iron. Thus you see collateral advertising is to the general advertising simply a multiplier or amplifier of the wave lengths of publicity.

So much for the relation of advertising to the customer. Let us pass on to the employee.

We tell our employees that our product is a quality product; that our customers buy it because it is the best that money can buy; that through our sales we get the money to furnish work to our employees. So we say: Keep up the quality and we'll bring in the money. The employees of The American Rolling Mill Company are sold on the merits of Armco Ingots Iron. They feel a sense of personal pride in their work; they give the best they have. And this morale among the working force

EVENING HERALD

Leading Daily Newspaper
LOS ANGELES, CALIF.

1922

A D V E R T I S I N G
FIRST FIVE MONTHS

LOCAL	4,555,922	GAIN 1,129,492
NATIONAL.....	817,348	GAIN 173,978
TOTAL	7,100,352	GAIN 1,547,168

C I R C U L A T I O N

A. B. C. AUDIT—YEAR 1921

City and Suburban.....	137,820
County	4,852
TOTAL	142,672

I N D A I L Y F I E L D

FIRST IN TOTAL ADVERTISING

FIRST IN CIRCULATION

FIRST because

**THE EVENING HERALD
COVERS LOS ANGELES**

REPRESENTATIVES

New York
H. W. MOLONEY
604 Times Bldg.

Chicago
G. LOGAN PAYNE CO.
432 Marquette Bldg.

*Another
booklet
bound in
INTERLAKEN*

This booklet, a treatise on the value of "Grape Juice as a Therapeutic Agent," published by The Welch Grape Juice Company, Westfield, N. Y., was written solely for the medical profession.

To make the book itself reflect the character of its contents and thus insure the little volume of a place in the physician's library, INTERLAKEN Book Cloth was chosen for its binding.



BINDING of Interlaken Book Cloth is to a booklet what personality is to a salesman—an index of character that begets CONFIDENCE.

"Getting Your Booklet Across," a cloth-bound booklet of our own, gives many reasons why it pays to bind advertising booklets in covers of Interlaken Book Cloth. Write for a copy.

INTERLAKEN MILLS,

Providence, R. I.

Interlaken
Book Cloth The standard since 1883

is maintained by a persistent plan of keeping the men informed about the sale and uses of our product. In this, Armco advertising has played an important part.

What does the average stockholder know about the product the sale of which enables the management to send dividend checks regularly? Do they know its selling points? How many advertising men realize that the thousands of stockholders of his concern constitute a wonderful corps of direct word-of-mouth advertisers?

In other words, we have been overlooking an opportunity. Armco stockholders know about Ingot Iron, because we make it our business to put such information in their hands that will make them a real asset to the business. We put them to work. With each dividend check goes a piece of advertising that carries a real sales message and urges the stockholder to pass this information along to prospective buyers of products made of sheet metal. Think what it means to have thousands of stockholders working together to help build up dividends—and they'll do it!

There are many sides and many angles to industrial advertising—the difficulty is to keep from getting lost in the maze of opportunities. The dial on the wireless phone with its countless combinations operates messages from every corner of the globe. So it is with advertising—broadcasting the printed word—the earth and the sky are the limit.

But just because it is simpler to do it—we are trying to key Armco to the four main points of contact in industry—the public—the customer—the workers and the stockholder. If we do this job well we shall be satisfied.

Hot Springs, Ark., Advertised by Its Business Men

The Business Men's League, of Hot Springs, Ark., plans to advertise its city in Southern newspapers. The Bott Advertising Agency, Little Rock, Ark., will direct the campaign.

Why Railroads Like Neosho Advertising Plan

The Neosho Plan of Co-operative Advertising, commonly called the Golden Rule Sale by the towns which have installed it, is not a theory, but is an experienced, practical demonstration of the Golden Rule in Business and Truth in Advertising, and is profitable to both merchants and buyers. That the general community and the railroads serving the community have profited by it has been demonstrated.

Why is it that the railroads are so interested in the application of this plan to the towns they serve? A prosperous, contented community means prosperity to the railroad.

(1) It means more freight to be hauled.

(2) It interests the people of the community in buying from local merchants, instead of sending away for their purchases, and consequently keeps the money in circulation locally.

(3) The trade territory is broadened.

(4) It creates better feeling, and develops a spirit of friendly co-operation among the merchants.

(5) It causes the local business men and the farmers of their trade territory to become better acquainted, and develops a better understanding of the problem of each.—From an address by L. D. Fuller, chief agricultural agent, Erie Railroad Co., before Community Advertising Department at the Milwaukee Convention of the Associated Advertising Clubs of the World.

Another Thumb Down

THE BYRON G. MOON COMPANY, INC.
TROY, N. Y., June 10, 1922.

Editor of PRINTERS' INK:

I have noted the editorial comment of *PRINTERS' INK*, page 96, June 1 issue, on the subject of "press agents." More power to you. The less we have of it the safer our advertisers and citizens will be.

THE BYRON G. MOON COMPANY, INC.,
B. G. MOON.

Soap Manufacturer Plans New Campaign

Peet Brothers Manufacturing Company, Kansas City, plans a poster and newspaper campaign for Creme Oil toilet soap and Crystal White laundry soap. The Potts-Turnbull Company, Chicago, will direct the campaign.

Kalamazoo Corset Account with South Bend Agency

The Lampert-McDonald Company, South Bend, Ind., advertising agency, has been appointed to handle the account of the Kalamazoo Corset Company, Kalamazoo, Mich. Plans for this account have not been completed.

Is This a Defense?

Drawing the Line between Legitimate Publicity and Illegitimate Press-Agentry

DODGE MANUFACTURING COMPANY
PUBLICITY DIVISION

MISHAWAKA, IND., June 5, 1922.

Editor of PRINTERS' INK:

Ordinarily I have a sunny disposition and carry on the even tenor of my dark and devious ways untroubled by the yapping of the pack, but ever and anon this sunny disposition is somewhat clabbered when I pick up your publication and read a rather unbalanced and illogical tirade commenting bitterly on publicity men. Hence, I take my Underwood in my lap and direct the following in your general direction, trusting that your well-known fairness (need I give any specific instances of it? Say, in regard to the frequent use and the basis for that use, of the name of S. C. Lambert? No? I know a number of writers of national reputation who could and who do tell some interesting tales in this respect) to print what I am about to commit.

Publicity men, my dear editor, are necessary evils, if you choose to consider them as such—but they are necessary. It's rather unfair to consider us with bootleggers and the comparison hardly shows a sporting attitude on your part. You state that the whole stock in trade of a publicity man is his ability to impose on editorial carelessness. That's a rather broad indictment and if you admit it, you likewise admit editorial carelessness on your own part. I have had publicity published in PRINTERS' INK—and you have paid me good money for it, too.

Advertising and publicity go hand in hand and each helps build up the real value of the other. Publicity which is of real news value or of educational value is material every editor wants—and he will use it because of its value and if he cannot get it free, he will pay for it. I have written for more than one hundred literary, trade, class and special publications and have been an editor of a publication, and I speak with the authority of my personal experience. The publicity man in any worthwhile organization is not hired for his ability to deceive others and he is never hired with the consideration that he will undoubtedly swindle and cheat those upon whom he is dependent for his salary. When you imply this it is a direct insult to the intelligence of the executives of some of the largest industrial organizations in the United States.

Your article in reply to legitimate inquiry is, I feel, unjustified and manifestly unfair. Personally I do not consider myself a "grafter," neither have I ever considered an editor a fool who used and printed publicity articles from this office. I have always maintained the greatest of respect for editors and I believe a number of them have the same amount of respect for me. The exception to this rule may be in your own particular case.

It is rather useless for you to soliloquize about the high salary the average publicity man earns as compared with the salary the advertising man receives—perhaps the difference exists by virtue of a truth which knocks your argument into a cocked hat.

Are you going to print this letter?

HARRY BOTSFORD,
Publicity Manager.

MOST assuredly we are going to print it. But before we strip to the buff and proceed to knock each other through the ropes, let's stop and consider if there is really any difference of opinion worth fighting about. We do not think that there is. Mr. Botsford knows fully as well as we do the difference between legitimate publicity and illegitimate press-agentry. It would be an insult to his intelligence to assume otherwise. And in classing himself with those referred to on page 96 of PRINTERS' INK for June 1, we think he is doing himself a slight injustice.

The true inwardness of the whole matter is contained in the statement that "Publicity which is of real news value or of educational value is material every editor wants—and he will use it because of its value, and if he cannot get it free he will pay for it." Agreed! But Mr. Botsford knows, again quite as well as we do, that press-agents of the common garden variety deal in nothing of the sort. They rely, not upon sound intrinsic value in the material they present, but upon sharpness of wits and a superficial cleverness intended to fool the unwary.

Mr. Botsford, and other writers of his industry and ability, should be the last to defend this form of press-agentry that strikes directly at the prosperity of the publications which constitute their market, and we think he will agree (in spite of his rather provocative letter) that there really is nothing to fight about.—[Ed. PRINTERS' INK.]



The Home of The Janesville Gazette, Janesville, Wisconsin

An Unusual Newspaper

Unusual because the type of service it renders its advertisers and their agencies is not found generally outside large metropolitan cities. Do you make shoes, clothing, a foodstuff, a fountain pen, an automobile, a tractor, cigars, cigarettes, paint, sporting goods or any other product with general or special appeal? Do you want to expand your sales in this rich market, or find out how your product stands with dealer and consumer? The Gazette's Service Department will quickly and accurately secure any data that you wish, will contact dealers, secure routed lists, window displays, distribution of display material, check up on special information, and will give full and complete co-operation to make your advertising successful and profitable in this field.

Unusual because it publishes a Week-End Gazette of from eighteen to twenty-four pages, containing more than forty high-priced features designed to create great reader interest. This two-day edition is more complete than many Sunday newspapers.

Unusual because it has "discovered the farmer," localized his interests

and helped him turn them into dollars-and-cents prosperity. L. G. Foster, Commissioner of Markets for the State of Wisconsin, says: "The Gazette is ten years ahead of the average newspaper in discovering the farmer."

Unusual because it publishes a Financial Page which has the endorsement and advertising patronage of leading financial houses. This feature is usually found only in metropolitan newspapers.

Unusual because of the quality and quantity of its circulation. 10,500 papers circulated daily to the best-class homes, covering a remarkably rich and responsive territory containing 122,000 people who can afford to buy your product.

Unusual because its interest does not stop with the receipt of your advertising order. We carefully watch conditions that affect sales and our counsel has frequently been found very helpful to advertisers whose copy was appearing in our columns, but which needed a change due to new conditions having arisen after the copy release.

THE JANEVILLE DAILY GAZETTE

H. H. BLISS, Publisher

"An Unusual Newspaper"—Member of Wisconsin Daily League

M. C. WATSON, Eastern Rep.,
286 Fifth Ave., New York City

THOS. G. MURPHY, Adv. Mgr.

THE ALLEN-KLAPP CO., Western Rep.,
1336 Peoples Gas Bldg., Chicago

June 15, 1922

**A.P.W. QUALITY
TOILET PAPER PRODUCTS**



If you care to see a copy of this folder that outlines the new principle of Retail Selling of Toilet Paper we shall gladly send you one on request.

Prepared as part of an advertising plan by

The BYRON G. MOON COMPANY, Inc.
Sales Counsel and Advertising Agency Service
Executive Offices, Proctor Building, Troy, N. Y.
New York City Office, 65 Fifth Avenue

The Allegory as an Advertising Asset

It Is Easier for People to Understand When They See a Virtue or a Vice Visualized

By a Commercial Art Manager

THEY tell a story of a manufacturer who, after repeated efforts to explain to his factory workers the danger of carelessness, was on the point of giving up, when the advertising department offered a suggestion.

Why not visualize carelessness? Why not bring it to life. Why not make an allegory of it. Then unimaginative minds could grasp the significance of the message. A staff artist was set to work, making weekly bulletins, in color, and cartoons for the internal house-organ.

Carelessness was represented as a great, hulking giant, cruel, eager to do men bodily harm. He was not pleasant to look upon, and hate shone from his sinister eyes. He was always pictured as trying in every way to trip workers up, to injure them, to send them to the hospital.

A few weeks after this idea was in operation, beneficial results were in evidence. The men actually grew to detest the big allegory. They saw in it a thing which was their enemy, always working counter to their best interests. This resentment was productive of good. Retaliation was the first thought. "We'll get the best of the beast!"

There were fewer accidents in that factory. Why was it that words failed, and a picture succeeded? The query is easily answered. Picture symbols make a deeper impression and are instantly understood. It has always been true that you could "show a person with greater ease than you can tell him."

There are numerous ideas, necessary for advertising campaign purposes, that fall short when described in words. To make symbols of them is to seek the line of least human resistance.

You can picture Pity, Love, Compassion. Attempt a description of them, and the task becomes difficult. For all types of minds and mentality must be reached in advertising.

A humorous publication recently made merry at the expense of the advertising fraternity, when it pictured six giant semi-nude figures, all in the same position and with minor changes of accessories. The implication was that the advertising artist was not exactly resourceful in his attempts to put into figure form, the elements that required this tangible visualization. However, we can't agree with this verdict. Some very excellent achievements have been listed. Real genius is displayed every month in creating symbols of everything from Power to Service.

A piece of cold metal can be given "warmth" and human qualities; through allegory.

A SYMBOL OF POWER IN BUSINESS PAPER ADVERTISEMENTS

The trade-paper advertisers find it advisable to inject this influence into their campaigns, for the type of mind is even less imaginative here.

From the artist's standpoint, how can these humanized symbols be devised? What are the necessary processes of reasoning and what purposes do they serve?

We will give a number of striking examples.

The Rajo Motor Company was desirous of presenting in the most striking manner possible, the idea that its Valve-in-head power plant was tremendously powerful, yet thrifty, when it came to fuel. To tell this in words would be to repeat a great many trite conventions of copy argument.

"A Giant in Power, a Miser in

Economy" gave the artist his theme. Power has been put into allegory for years and is commonplace in all of its forms; the miser thought is a new one. The combination of the two made a most striking illustration. At one side of the motor the giant of Power was placed, while at the other, a gloating, money-counting miser, thin, anemic, grasping, counted his bag of gold. The story was told at a glance.

Page after page has been produced for Gargoyle Motor Oil that depend for their sales message upon getting across the idea that Friction is a retarding, expensive, and objectionable efficiency draw-back. You must pay for Friction, whether you run a factory or an automobile.

But merely to say "Friction" is to fall short of presenting the subject dramatically.

In a general way, the average person realizes that there is such a thing. He will not admit it is as serious as the advertiser contends.

But, through allegory, the dangers and the needless expense of Friction can be immediately emphasized.

A great, hulking, evil-faced, even malicious human figure was drawn by the artist and has been used continuously through a complete, unified campaign. This grinning, leering rascal is forever retarding the progress of machinery, holding back production, slowing up the output of mills and factories and causing motor cars to lag along the road. He is the efficient man's enemy and is so pictured. You grow to detest him in time.

HONESTY IS DEPICTED

The Quaker of Quaker Oats is merely a tangible expression of good old fashioned honesty.

The possibilities are unlimited as to what can be done in the way of telling these picture-stories or ideas. And, fortunately, there is no need for them to become tiresome, through repetition of a set list of figures or symbols.



W.S.HILL Company

Complete ADVERTISING Service

Research
Merchandising Plans
Magazines
Newspapers
Painted Bulletins

Posters
Trade Paper Copy
Window and Store Display
Trade Mailing
House Organs

8 West 40th St
NEW YORK

Vanderprift Bldg
PITTSBURGH

find the
This ap-
of the
Denmark

The

Foreign Buyers

find that it pays them to read the AMERICAN EXPORTER. This appreciative letter, typical of many received from all parts of the world, comes from a prominent automobile importer in Denmark, agent for the Hupmobile and other cars.

K.W. CHRISTENSEN

"AUTOMOBILLAGERET"

Date address, Tues.
A & C Gas Co., when required.

Telephone 3862

Automobiles and Accessories

GERMAN

GERMAN

FRENCH

SPANISH

COPENHAGEN 6. 19th May 1922.

INTERMEDIATE 7/2

SC/TN

"AMERICAN EXPORTER".

370, Seventh Avenue, New York.

Dear Sirs,

Re: Quotation for American goods in Doll. or in foreign exchange.

In reply to your kind letter of the 3rd inst. accompanied by advance proof of editorial from June 1921 issue of "American Exporter", we wish to inform you after having considered very thoroughly the question placed before us, we will always prefer to buy American goods in Doll. and to cover ourselves with the necessary Doll. exchange for payment of the goods.

Our principal reason for preferring quotation in Doll. is that we are forced to look for the cheapest possible purchase prices and the American exporters will always be able to quote a cheaper price in Doll. than in foreign exchange.

Another reason is that, as far as Denmark is concerned, we may expect continued decrease of the Doll. exchange and increase of the Kroner exchange, and it will therefore be preferable for us to buy from America in Doll.

In case the exchange should move the other way, we will always be able to cover our purchases in Doll. at the same time as the purchase is made.

We beg to take this opportunity to express our appreciation of the "American Exporter", which we have received regularly and in which we have very often found articles and advertisements of interest to us.

We are, dear Sirs,

Yours faithfully,

Hans K.W. Christensen

Why not tell your sales story in the

AMERICAN EXPORTER

The World's Largest Export Journal—Now in Its Forty-fifth Year

370 SEVENTH AVENUE, NEW YORK CITY



Where a business has grown, in seventeen years, from a starting capital of \$3,000 to a property investment of half a million—from a staff of two men, until today it employs 300 people and holds first rank as the largest direct mail advertising house in the country—does it not indicate sound business judgment, progressive methods and financial solidity?

On the strength of our record—and the constructive work we are doing for hundreds of clients—we solicit an opportunity of discussing direct selling plans with you.

The financial standing of a firm is usually a key to the stability of its organization. Look us up in Dun or Bradstreet —then write us.

We can give you abundance of evidence —from the account spending \$1,000 a year in advertising to concerns that spend a million or more.

Send for
Our Data
Book of
Direct Mail
Advertising

Buckley, Dement & Co.
DIRECT MAIL ADVERTISING
1316 Jackson Blvd. • Chicago

One
tration
by an
of Co
a pict
farm
elm tr
roses
the wh
throw
Sunlig
age as
a dog
the st
The ro
and o
the gl
ment
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One of the most effective illustrations we ever saw was made by an artist to convey the thought of Content. It was no more than a picture of a charming old-style farm house, beneath spreading elm trees. Its garden was one of roses and bachelor buttons and the white fence seemed almost to throw friendly arms around it. Sunlight filtered through the foliage as a benediction. A cat and a dog were asleep, side by side, on the stone flag at the front door. The road that wound its way past, and over the hills, was steeped in the glow of noon. And contentment was told at a single glance.

"Not long since," said an advertiser, who is a great and consistent user of allegory, "I visited a wonderful asylum for the blind and it was there I secured my real inspiration for pictured ideas, rather than long, tedious text. In one room there was a marvelous collection of miniature models. A tiny house, a little church, a flower, a boat, and so on. The blind people merely caressed these miniatures with their hands, lovingly, caressingly. Their faces were at once illuminated. Where long descriptions of the objects and mere words failed, the touch of the fingers and the models told their story and gave indelible impressions to the mind.

"Our advertising audiences are not blind but they respond with equal promptness to pictured ideas. I employ them whenever I can. They constitute a quick way of saying something."

Some thoughts, ideas, conditions, seem to defy picturization. "Service" has been a problem, always. "Flavor" and "Taste" are equally aggravating to the artist. "Quality" is a stumbling block.

A. Schrader's Son, Inc. manufacturer of a tire pressure gauge, conservative in advertising, always, was unsuccessful for years in telling the car owner that a tire gauge was an economic necessity. Words were apparently futile. A gauge was just one of the things the motorist thought he really didn't need. Which, of course, was an error.

Then a new policy was decided

upon for advertising. A striking allegory of "Wilful Destruction" was drawn up, for use as a hanger and for magazine campaigns. It was blunt, crude, but it did the business. An heroic figure was shown slashing away at automobile tires and cutting ugly gashes in them with an ax. He was surrounded by destroyed tires.

"You may not do this to your tires," was virtually said to the automobilist, "but the result is almost the same, when your tires are not properly inflated."

It was apparently necessary to go at people hammer and tongs and to do it in a picturized way, rather than with words. No man likes the idea of deliberately destroying his expensive tires.

Advertising for Lorain Oven Heat Regulators, after much experimenting, finally hit upon the idea of making an allegory of the things accomplished by the device. "Magic Enters Your Kitchen" was a phrase that set the artist's talents tingling, and he has drawn various visualizations of the wonderful Genii presenting splendidly cooked food to the delighted housewife. It makes the very unusual type of illustration, so sorely needed in this day of overplayed, overworked conventionalities.

"Aladdin rubbed a magic lamp," says the copy, "and received everything he wanted. But—that's only a fairy story. Modern woman touches a magic red wheel and receives from her gas oven perfectly cooked food, every time."

An advertising adage of today runs as follows:

"When you find yourself with an idea that requires too many words and too much verbal describing, simplify it, by telling it in allegory. Then everybody will understand."

And it's a good idea.

Imperial Cigar Account with New Orleans Agency

The Imperial Cigar Company, New Orleans, is planning a Southern newspaper campaign. The account is with Bauerlein, Inc., an advertising agency of that city.

The Mailing List Mortality Table

Nothing dies faster than a neglected mailing list. Authorities state that 5,000 changes take place in business names and addresses each day in America; that 14 per cent of a perfectly live list dies the first six months! If to these changes you add 15 per cent to make up the deficiency, including 1 per cent for natural growth, you have 29 per cent changes, all of which saves postage, materials, and labor. Yet how many firms do you know that pay such consideration to their mailing list? This should be one of the first points of attack if American business desired to rid itself of its proverbial inefficiency.—F. A. Moulton, Cyclone Fence Company, before the Direct Mail Advertising Association at the Milwaukee Convention of the Associated Advertising Clubs of the World.

Making the Church a Seven-Day Institution

The church should be handled as a seven-day proposition. It isn't enough, of course, to advertise effectively to bring people, and especially the younger people, to church on Sunday alone. The social activities of the week are important and should be well organized. The church should have a community

centre. Boy Scouts, Christian Endeavor, Young People's Societies of all kinds should strive for interesting and attractive entertainment at the church. The movie machine, which has such a hold on the young people, can be used in the church in an educational and interesting way and suggest to your audience its duty to urge that neighborhood moving picture houses maintain the same high character to get its patronage.

Advertising focuses the searchlight of public attention and opinion on business. It makes an organization live up to its reputation and strive to improve the quality of its product, so church advertising spurs the church management to furnish the goods as represented and satisfy the customer. Just as you expect advertising to make a first customer a regular one and cut down the cost of selling, so you expect church advertising to make the first or casual visitor an active worker.—Rowe Stewart, business manager, Philadelphia Record, before Church Advertising Department, Milwaukee Convention of the Associated Advertising Clubs of the World.

The Universal Radio Company, New York, manufacturer and jobber of radio equipment, is running a national campaign in newspapers and trade publications. The account is with the Mailo Advertising Service, also of New York.

The Beauty of Old Engravings The fine details of a Photograph

THESE results are reached by the use of *Art Mat*, the Tiffany of Coated Papers. Master printers are using it everywhere, because it makes it so easy to secure the most beautiful effects with half-tone cuts of even 133-screen. It lessens the cost of make-ready and gives a uniform impression throughout the run to both type and cuts. Banks, dry goods stores, automobile manufacturers, jewelers, real estate dealers, hotel and summer resort owners are using this unusual paper.

Let us send you "First impressions" which shows you the beautiful effect that may be obtained on *Art Mat*.



LOUIS DEJONGE & CO.
69-73 Duane Street New York City





It's not the cost of the paper and the ink that makes a great play, poem or novel. It all gets down to what is behind the pen. Some advertising campaigns that are among the best sellers are not among those that cost the most.

Glen Buck
Advertising
Chicago

Gardner—Glen Buck Company
New York—Chicago—Saint Louis



Accuracy Is or it *Isn't*

ONE one-thousandth of an inch variation in accuracy in ball bearings is considered fairly close.

But the manufacturer who developed the machinery and men to produce balls varying only one ten-thousandth of an inch is swamped with orders.

Similarly, new standards of accuracy have been brought to the mailing list business by the Donnelley exclusive processes of compiling trade lists from telephone directories—and guaranteeing them.

Accuracy is or it isn't.

The Mailing Service Department of
The Reuben H. Donnelley Corporation

326 EAST TWENTY-FIRST STREET CHICAGO · ILLINOIS

"**T**HE New Standards in List Compilation" shows why telephone-checked names are an *exclusive* process with us.
Your copy gladly mailed.

The Complex Problem of Price Maintenance

A Subject That Has Been Covered from All Angles in "PRINTERS' INK"

THE CURTIS PUBLISHING COMPANY
CHICAGO, June 5, 1922.

Editor of PRINTERS' INK:

Can you give any references to articles in your publication which dealt with the problem of price maintenance?

For example, one of our clients, who advertises a given price on his article, wants to know what legal right he has to protect that price because a certain retailer is selling his article for less than \$7.

As I remember it, sometime back you had an article on that problem and I shall be very glad indeed to have the reference to it.

THE CURTIS PUBLISHING COMPANY,
EARL REEVE,
Western Manager.

WE print herewith a selected list of the more important references on this extremely difficult subject. As the record shows, many different methods have been devised for the purpose of protecting resale prices against the operations of the retail price-cutter, and have been, practically without exception, declared to be in violation of the general laws against restraint of trade. Many of the leading decisions on the subject are included in the list of references, and will indicate how complex the problem of dealing with such a situation really is.

The legal rights of an individual manufacturer in dealing with an individual retailer on the score of price-cutting will depend to a large extent upon the circumstances surrounding the case—not merely the manufacturer's relations with this particular retailer, but his usual practice in dealing with retailers in general. Thus, in the Colgate case the Supreme Court of the United States declared that *in the absence of an intent to create a monopoly*, a manufacturer had the right to refuse to sell to a price-cutter, and to announce that it was his settled policy to do so. In the Beech-Nut case, however, the same Court condemned the practice of maintaining lists of price-cutters,

and conducting what amounted practically to a boycott of such retailers. The best advice to the individual would be to seek competent legal counsel and be guided by it.—[Ed. PRINTERS' INK.]

**ARTICLES THAT HAVE APPEARED IN
PRINTERS' INK ON PRICE
MAINTENANCE**

Drastic Price Maintenance Law Pending in Ontario; June 1, 1922; page 169.

Price Concessions That Hurt Advertising; May 18, 1922; page 25.

Standard Prices a Matter of Honest Trading; March 23, 1922; page 130.

Retailers Seek More Than Standard Prices; March 23, 1922; page 109.

No Time to Talk Price Maintenance; March 9, 1922; page 174.

"The Right to Refuse to Sell" to Price Cutters; January 26, 1922; page 81.

The Significance of the Beech-Nut Case; January 12, 1922; page 180.

Supreme Court Modifies Beech-Nut Ruling; January 5, 1922; page 120.

Price Maintenance on Patented Articles; November 10, 1921; page 10.

What Constitutes an "Agreement" to Maintain Prices? July 7, 1921; page 102.

The Right to Sell to Price Cutters; May 26, 1921; page 66.

More About "Your Prices to Me"; May 12, 1921; page 57.

Small Comfort for Price Maintenance; May 5, 1921; page 163.

Supreme Court Decides "Old Dutch Cleanser" Case; April 28, 1921; page 12.

Your Prices to Me; April 28, 1921; page 57.

On the Government's "Unfair List"; March 11, 1920; page 98.

Supreme Court Holds Against Price-Fixing Contracts; March 4, 1920; page 60.

Beech-Nut Company Wins First-Round Tussle with Federal Trade Commission; March 4, 1920; page 17.

The Two-Price Policy That Hurts the Little Dealer; February 12, 1920; page 77.

Ryza Plan Reconciles Cash-and-Carry with Maintained Prices; December 25, 1919; page 12.

Price Maintenance as the Federal Trade Commission Sees It; December 4, 1919; page 28.

Federal Trade Board Again Advocates Price Fixing; July 17, 1919; page 176.

The New Price Standardization Bill in Congress; June 26, 1919; page 85.

Colgate's Plan to Maintain Prices Upheld by Supreme Court; June 12, 1919; page 117.

Sustains Goodyear in Protecting Dealers; February 20, 1919; page 161. Narrow Squeak for Stephens Bill at Atlantic City; December 12, 1918; page 41.

Federal Trade Board Favors Price Maintenance; December 12, 1918; page 170.

New Light on Colgate Case; November 28, 1918; page 162.

Court Upholds Colgate Plan to Maintain Prices; November 7, 1918; page 33.

Old Dutch Cleanser's Price-Fixing Methods Forbidden; September 12, 1918; page 61.

No Fixed Resale Price for Fordson Tractors; August 29, 1918; page 81.

Court Decision Is Blow at Price Cutting; August 29, 1918; page 8.

Advertising and Controlled Prices—Editorial; July 11, 1918; page 127.

Is the Trade Commission's Attitude on Price Cutting Changing? July 11, 1918; page 25.

Price Standardization Measure Probable; May 23, 1918; page 89.

Trade Commission Sets Its Face Against Maintenance of Resale Prices; May 9, 1918; page 93.

Victor Price Control Illegal, Says Court; May 9, 1918; page 103.

Hoover Also Hates a Price Cutter; January 24, 1918; page 124.

Quantity Discount under Fire as Form of Price Cutting; December 20, 1917; page 88.

Price Fixing by Government and by

Manufacturers; December 20, 1917; page 99.

Test Cases on Price Maintenance; December 6, 1917; page 92.

Manufacturers' Right to Refuse to Sell Price Cutters; November 15, 1917; page 121.

Macy-Victor-Mennen Clash Brings Out Lively Facts; November 8, 1917; page 77.

Price Regulation in Britain; September 20, 1917; page 31.

Johnson & Johnson's Plain Talk to Price Cutters; September 20, 1917; page 102.

Price Maintenance in English War Markets; July 26, 1917; page 25.

How Kellogg Salesmen Capitalize the "Flat" Price Policy; June 28, 1917; page 88.

Canadian Retailers Association Favors Standard Prices; June 14, 1917; page 107.

Spokesman for Fair Trade League Replies to "Big Advertiser"; April 19, 1917; page 110.

U. S. Supreme Court Decides Against Victor Talking Machine Company; April 12, 1917; page 113.

Big National Advertiser Claims That Price Cutting Helps Sell His Goods; February 1, 1917; page 17.

The Manufacturer Who Does Not Object to Price Cutting; February 1, 1917; page 87.

Department Stores Loom Large in

The Peoria Situation "in a nutshell"



Total Homes in
Peoria Territory
37,500

Since 13% of Peoria's Population is foreign born and some are unemployed it is reasonable to suppose that many of these 5,500 homes take no daily paper.

**32,000 HOMES
COVERED BY
Journal-Transcript
Combination
(EXCLUSIVE OF DUPLICATION)**

only
**5,500
HOMES**
Not Covered
By This
Combination

TRANSCRIPT AND JOURNAL
X DUPLICATION

Chas. H. Eddy Co.
REPRESENTATIVES
Chicago New York
Boston

WRITE FOR BOOKLET OF THE
PEORIA MARKET

**THE PEORIA JOURNAL.
The Peoria Transcript
SUNDAY JOURNAL-TRANSCRIPT**

PEORIA ILLINOIS

Central Illinois Merchants Are Good Advertisers

A yearly average of 5,777,389 lines of local advertising is the best evidence of the pulling power of The Daily Pantagraph. That it has the confidence of all advertisers using its columns is shown by the healthy increase in the number of lines used from year to year.

The 70 cities and towns in 10 rich counties, with a population of 140,000 (including thousands of farm homes) covered by

The Daily Pantagraph *Bloomington, Illinois*

Published Every Morning Except Sunday

Afford a ready market for all commodities that are used in the home and on the farm.

This territory may be covered thoroughly at a milline rate of \$2.81, which is considerably under the average rate for the United States.

**"There's Over \$27,000,000 in Bank
Deposits in Pantagraph Territory."**

Representatives—Knill-Burke, Inc., Brokaw Bldg., New York City.
Elmer Wilson, 1500 Tribune Bldg., Chicago.
P. A. Folsom, Chemical Bldg., St. Louis, Mo.
Members A. B. C., A. N. P. A. and Associated Press.

"I don't know what we farmers would do, without New England Homestead"

—said a prominent Connecticut farmer the other day.

We've heard it before, many times, in personal visits, and in hundreds of letters. But this time the remark had a special meaning.

A concern trying to promote a "dry milk company," offering farmers a "wonderful investment," had already arranged "a farmers' meeting" in this subscriber's town, to "put the thing over."

Our subscriber promptly wrote NEW ENGLAND HOMESTEAD—asking our advice, what we knew of the company, and the organizer, its "President."

By telephone we immediately gave him certain facts about the company and its organizer, its probable chances of success, etc., and our subscriber started at once to warn his neighbors.

This kind of SERVICE to farmers is all a part of our day's work. It is only one of the many reasons why NEW ENGLAND HOMESTEAD is called "The Farmers' Bible" in New England.

Now—a word with advertisers. No other farm paper gives or can give your advertising so favorable an introduction into more than 66,000 of the worthwhile, dependable New England farm homes.



WARREN A. PRIEST, Advertising Manager
PHELPS PUBLISHING COMPANY, Publishers, Springfield, Mass.
WILLIAM A. WHITNEY, Advertising Counsellor



Member
Audit Bureau of Circulations
NEW YORK: 456 Fourth Ave.
J. W. HASTIE, in Charge

Member
Agricultural Publishers Association
CHICAGO: 5 South Wabash Ave.
J. LEWIS DRAFSE, in Charge

Attack on National Advertising; January 11, 1917; page 65.

Opponents of Price Maintenance Fight for Delay; December 21, 1916; page 54.

A Poor Time to Urge Price Maintenance; December 21, 1916; page 122.

Victor-Macy Case to Supreme Court; October 26, 1916; page 12.

How Price Maintenance Combats the Trends of a High-Price Era; September 28, 1916; page 93.

Newspaper Neutrality on Price Maintenance; April 6, 1916; page 32.

Attitude Toward Price Maintenance Changing; March 30, 1916; page 118.

Leading Up to Price Maintenance; February 24, 1916; page 123.

B. Altman & Co. in Favor of Price Maintenance; February 10, 1916; page 65.

Text of the Stephens Bill as Amended; February 10, 1916; page 39.

A Famous Price Cutter Explains His Reasons Why; January 20, 1916; page 45.

Some Big Stores Which Favor the Stephens Bill; January 13, 1916; page 97.

Economists Tell What They Think of Price Maintenance; January 6, 1916; page 65.

Misleading Figures on the Stephens Bill; January 6, 1916; page 129.

Price Maintenance and the Bugaboo of "Monopoly"; December 16, 1915; page 98.

The Campaign for the Stephens Bill; December 9, 1915; page 120.

Cream of Wheat Case Upheld by Circuit Court of Appeals; November 18, 1915; page 61.

What Dealers and Jobbers Think of Cream of Wheat Decision; October 21, 1915; page 73.

Misconstruing the Kellogg Decree; October 14, 1915; page 106.

Kellogg's Price Maintenance Plan Enjoined; October 7, 1915; page 38.

Victor Case Does Not Overturn Cream of Wheat Decision; September 30, 1915; page 91.

Victor-Macy Case Reopened; September 23, 1915; page 12.

Price Maintenance and the Eastman Case; September 9, 1915; page 118.

Believes Jobber Is Antagonizing Own Interest in Fighting Price Maintenance; August 5, 1915; page 83.

A Step Toward Price Maintenance; July 29, 1915; page 88.

Manufacturer Can Legally Refuse to Sell to Price Cutters; July 29, 1915; page 69.

Some Tangible Effects of Price Cutting; July 22, 1915; page 105.

Price Maintenance and the Secret Rebate; July 1, 1915; page 121.

rejoinder to Jobber's Attack on Price Maintenance; June 17, 1915; page 71.

Why I Am Fighting Price Maintenance; June 3, 1915; page 17.

Cream of Wheat Sued by Atlantic & Pacific Tea Company; May 13, 1915; page 108.

The Significance of the Kellogg Case; May 13, 1915; page 120.

The Answer to Macy's; May 6, 1915; page 3.

Government Wins Preliminary Motion Against Kellogg; April 22, 1915; page 108.

Beech-Nut Company Thwarts a Price Cutter; April 22, 1915; page 8.

The Price-Maintenance Issue Squarely Joined; April 15, 1915; page 102.

The Macy Argument for Price Cutting; April 8, 1915; page 64.

Victor Price-Maintenance Case Against Macy Dismissed; April 1, 1915; page 1. The Victor-Macy Decision; April 1, 1915; page 98.

Revised Discount Schedules to Curb Price Cutting; March 4, 1915; page 28.

Price Maintenance for Consumer, Retailer and Manufacturer; February 11, 1915; page 66.

Does Price Cutting by Dealers Benefit the Public? January 21, 1915; page 92.

Some Dealer Arguments in Favor of Price Cutting; December 31, 1914; page 52.

Ford Loses Price-Maintenance Suit; December 10, 1914; page 64.

Important Price-Maintenance Suit Is Begun; November 26, 1914; page 13.

Proven Cut Prices Unnecessary; September 3, 1914; page 80.

A Price-Maintenance Fallacy; August 27, 1914; page 78.

A Department Store On the Stephens Bill; June 4, 1914; page 70.

A Price-Cutters' Fallacy; May 21, 1914; page 96.

More Arguments on the Stevens Bill; May 14, 1914; page 45.

Statement of Purpose of Fair Trade League Bill; May 7, 1914; page 112.

A Plain Statement of What Price Cutting Means; April 23, 1914; page 37.

Ingersoll Gives His Experiences with Price Cutters; April 16, 1914; page 37.

Why the Shredded Wheat Company Opposes Fair Trade League's Bill; April 9, 1914; page 61.

Manufacturers Favor New Price-Maintenance Legislation; April 2, 1914; page 64.

President Noyes, of the Oneida Community, on Sales Methods and Price Maintenance; April 2, 1914; page 33.

Manufacturers Controveit Statement of Department Stores; March 26, 1914; page 68.

Department Stores Show Their Hand in Price-Maintenance Fight; March 19, 1914; page 64.

Those Opposed to Price Maintenance Have Their Day in Court; March 12, 1914; page 56.

Ford Company's Plea for Fixed Resale Prices; March 12, 1914; page 48.

Manufacturers Disclose Inside Selling Facts; March 5, 1914; page 3.

Jobber's View of Price Maintenance; March 5, 1914; page 51.

Testimony in Price-Maintenance Inquiry; February 26, 1914; page 108.

Bill to Legalize Fixed Resale Prices; February 26, 1914; page 24.

Government Agent on Price Maintenance and Public Policy; February 19, 1914; page 102.

Predatory Price Cutting as Unfair Trade; February 19, 1914; page 41.

Dealers' Attitude Toward "Fixed Prices"; February 12, 1914; page 37.

Victor Company Wins Price-Maintenance Suit Against Macy; January 20, 1914; page 53.

How Price Cutting Leads to Monopoly; January 1, 1914; page 64.

June 15, 1922

Friendly Copy That Is Too Friendly

Within the past month we have had advertisements boisterously featuring in bold-faced headlines "Friendly Furniture, the Friendly Cow and the Friendly Electrical Store."

If the rage for this brand of emotional appeal continues, we may anticipate the flotation of friendly garbage cans, friendly bathtubs, friendly thugs, thieves and thing-a-ma-jigs before the year comes to an untimely end in a maelstrom of suffocating friendliness.

George Ade, I believe, once said that sentiment when applied with a hoe ceases to be sentiment and becomes a smell. Inelegant though this quotation may be, it is none the less true. Sentiment applied with an atomizer is one thing and sentiment applied with a hoe is quite another breed of bird. Sentiment, be it in advertising copy or on the stage or in real life, is a dangerous commodity. Well done and even a very little bit goes a long way. Poorly done and it becomes a burlesque.

Is the title "Friend" a thing we can assume for ourselves as we would a suit of underwear? Isn't it much better slipped over our shoulders by others?

As I think over my list of friends—and 'tis short enough I fear—few among them have ever kissed me thrice upon the cheek and proclaimed himself my friend. But, nevertheless, I know them

as such. Neither have I proclaimed my undying friendship to them, but I think they value me as a friend in spite of my shameless laxity.—C. H. Henderson, Union Trust Co., Cleveland, in an address before Financial Advertisers Association at the Milwaukee Convention of the Associated Advertising Clubs of the World.

New Springfield, Mass., Agency

George L. Munn and David J. Buckingham have formed the Munn-Buckingham Agency in Springfield, Mass. Mr. Munn has been engaged in advertising in Springfield for eighteen years. Mr. Buckingham was formerly advertising manager of the Manning Manufacturing Co., Rutland, Vt., maker of creamery and dairy machinery and previously was with the Springfield Union.

Baltimore Ventilator Account with Tuthill Agency

The Automatic Ventilator Co., Baltimore, has placed its account with the Tuthill Advertising Agency, Inc., New York. The account of the Tompkins Kiel Marble Co., New York, is also with this agency.

100% in 4 Months

New subscriptions to *The Woman Citizen* made a 100% jump in the first 4 months of 1922 over the same period in 1921.

Advertising since January has been of a quality and volume to make it apparent that *The Woman Citizen* was blest with the very best of company.

Readers of The Woman Citizen are for the most part women who were first to retrench when retrenchment was wise or patriotic but who lead in spending once the necessity for frugality is over.

Isn't there a hint here for the over-tried and tired business man?

Doesn't the concerted action of such a group of women suggest that better business is on the way?

For subscriptions send \$2.00 direct; for advertising rates write to the advertising manager of

The Woman Citizen

171 MADISON AVE., NEW YORK

An Announcement

To the A. A. C. of W. Convention

THE NEW 8-PAGE

ROTOGRAVURE

SECTION OF THE

CINCINNATI ENQUIRER

Starts SUNDAY, JULY 16th

With The Enquirer's present circulation of 175,000, which will grow rapidly, a prospective audience of 700,000 readers may be reached. If you have a message to place before a responsive audience of such splendid proportions you should not overlook this great opportunity.

July 16th Issue Closes June 28th

Only three pages will be available for advertising. Reservations will be made by the calendar—it is suggested that you act without delay.

*For Reservations or Information Write or Wire Us
or Representatives*

NATIONAL ADVERTISING REPRESENTATIVES

EASTERN—I. A. Klein,
50 East 42nd St., New York City

WESTERN—I. A. Klein,
Ft. Dearborn Bank Bldg., Chicago, Ill.

PACIFIC COAST—R. J. Bidwell Co.,
742 Market St., San Francisco, Cal.

**THE CINCINNATI ENQUIRER IS A CHARTER
MEMBER OF NATIONAL NEWSPAPERS, INC.**

June 15, 1922



Hudson Observer

The Big Home Paper

The Hudson Observer is the largest newspaper covering *Jersey City, Hoboken and Seven Towns* in Hudson County, New Jersey

Guaranteed daily paid circulation over 41,000

Offices:

HOBOKEN

JERSEY CITY

UNION HILL

CHICAGO: Gilman, Nicoll & Ruthman

The Letter That Capitalizes the Present and Kills the Future

Important to Remember That Letters Are Not Written for Today Alone—
Their Effect Reaches Far into the Future

By Clifford W. Bent

"I'M through with Jones & Company for life," remarked my friend, the general manager of the Universal Products Development Company. It is unusual for him to make such a promise to himself, so, naturally, I sought to learn his reason.

"Did they refuse to stand behind their products?" I queried, knowing that this was one sin which he never condoned.

"It wasn't that," he replied, slowly. "I didn't analyze it at the time, but the truth is that they jilted me."

This unusual expression puzzled me. "How come?" I persisted. And then came the entire story.

A few weeks before, as my friend, Thornton Robinson, was called to Chicago on a flying trip, a letter came to his desk which interested him immensely. On the surface it was not a business letter—certainly not a direct sales letter. It complimented him on his part in winning the annual "father and son" tennis cup at his country club. It interested him because there was no particular reason why the writer should have known of the event, which was decidedly out of the beaten path of sporting page items and one which, to his knowledge, had been recorded only in a minor way in one of the daily papers in his own city. He felt a bit flattered, but more puzzled than flattered.

When Thornton Robinson reached Chicago he made it a point to drop into the offices of Jones & Company. He asked for the sales manager and introduced himself. But he found that he had introduced himself only as a customer of record on their books. He was forced to identify himself with the letter complimenting him on his tennis victory. He found to his surprise that the writer of the

letter did not know a tennis service from a railroad racket, let alone having ever heard "eye work" and "balance." The best that could be said for the sales manager's knowledge of tennis was that he had not confused it with water polo.

The letter which had aroused my friend's interest proved to be a machine-like congratulation.

This little incident started me on the trail of others. They were very easy to find. The first came from my good wife. She received in January a letter signed in pen and ink by the manager of the credit department of one of our large New York department stores. It was individually typed and I can swear that it was not a process letter filled in. It was cleverly worded and brought in the date of the opening of our account with the store and expressed concern that the store had failed in some unknown way to render service, since her charge account had been all but inactive for several months.

It capitalized the present excellently—but it killed the future. For my wife felt that courtesy demanded a reply, which she made in person, only to find that the credit man whose name was signed to the letter never signed it, in the first place; was coldly inaccessible, in the second place; and, thirdly, the girl clerk in the sales department that did sign the credit manager's name didn't know what it was all about. All in all, it was quite similar to the frequent love-making in advertisements followed by the cold-water shower with which the clerk at the counter distresses us when he says: "We haven't had any of those for months and months."

The next contributor to this article is my seat-mate from Mont-

clair to New York each morning. For months he had been planning to spend a week or two in Maine long after the usual vacation period. Because he is prominent in executive circles in his trade, an item of some length appeared in one of the technical papers, congratulating him on his forthcoming trip. This led to a letter from a department store which showed open pride in its equipment for the hunter. In response to the quite evidently personal letter he took an extra hour one noon and sought out the writer. To help his frame of mind he found it necessary to wait the better part of the extra hour before the writer of the letter returned from his noon hour. It did not take my seat-mate more than three minutes to find that the letter would not have been written had the writer known that he was to be faced with a man who knew something about what he wanted. For the store, in hunting shoes, trousers, shirts and mackinaws proved to be a worthless farce, both in quality and assortment. Instead of living up to the promise of the letter, which offered expert advice in selection, the store itself depended upon the ignorance of the customer rather than on any knowledge beyond that of the tourist who wants to "look the same as the other fellows" when in the woods.

Next in the collection, which illustrates, if not adorns, this criticism of unwise letters, is the experience of an office associate. His hobby is one of the many new wireless inventions. When he failed to renew his subscription to a magazine, for the reason that its articles were elementary and covered a stage of experience through which he had long since passed, he dropped it from his list. Six months later he received a personal letter signed ostensibly by the editor, which made reference to his interest and which complimented him on his home equipment. This knowledge of his apparatus he knew could have been due only to a letter which he had written to "The Correspondents' Column" of another publication. But the letter, which mentioned casually a re-

newal of his canceled subscription, laid stress upon the privilege it would give him to consult with the technical staff in the problems which he, as an amateur, must find from time to time in his pursuit of advancement into the semi-professional ranks. This letter cost my friend a week-end trip at an expense of fifty dollars, when he *did* bump into a problem he could not solve, only to find that the best they could do for him was to refer him back to the manufacturer of the equipment he had purchased.

One of the AAAI samples of letters that kill the future was contributed with no little reluctance by an acquaintance I made in a Pullman—for once not in the smoking compartment. This was a gold-plated example of how not to write letters. My acquaintance told me this harrowing story, which has every right to be true. He is particularly fond of amateur theatricals. He starred in a local production and his artistic performance was duly and favorably commented upon in his local weekly newspaper. A few weeks later his wife received a letter from a toilet preparations enterprise which is "leaving no stone unturned," as it is free to admit, to build up sales "on a personal basis." This letter complimented the wife upon the husband's performance and suggested that he, as well as she, would be pleased if she purchased from her local druggists, Z. & Company, an assortment of their products, including their theatrical cold cream.

This nice little "personal touch" all but called out both the police and fire departments. For the wife not only disapproved of the husband's liking for amateur theatricals, but had only that morning been quite pointed in her comments as to men who carried cold cream and toilet water in their suitcases. To make it still more perfect, both husband and wife had been using the products of this particular manufacturer. Judging from the comments of Mr. X, it is decidedly doubtful that this condition will again exist. Now it may be well argued that this was

Another Month of GOOD BUSINESS

The best May in the *Transcript's* history—a gain of 149 columns—the largest gain of any Boston newspaper* over last year in total of advertising.

The *Transcript's* gain in national advertising in May was 31%; for the first five months of 1922 the gain was 29%.

The *Transcript* has made the largest percentage of gain in total advertising for 1922 to date.

The *Transcript* was first in total of advertising of Boston evening papers and second where a morning is combined with the evening edition.

The obvious inference is that the best business is coming from people whose salaries have not been reduced and whose investments are now paying larger returns.

*The best medium for reaching these
people is the*

Boston Evening Transcript

National Advertising Representatives

CHAS. H. EDDY CO.

Chicago NEW YORK Boston

*The Monitor and Telegram not figured.



Slide Illustrates Columbia Method of Dealer Imprint

Imagine the above Slide in color the size of a Billboard!

Slides are excellent as a country medium;
As a "dealer-aid" in actually moving goods;
And make economical advertisements for
the manufacturer.

Columbia Slides are as effective as Billboards!

Prices and Samples on Request

Columbia Slide Company
803 Lees Building
Chicago

a freak case. But the manufacturer who risks sending to a man's wife compliments on her husband's prowess on the links or elsewhere deserves whatever his foolhardiness brings into being.

Behind each letter which seeks to capitalize the present should be a truly honorable background. If there is not, the writer, in seeking to delude the addressee, really deludes himself. There is a man in my old home town who is still seeking to explain to himself the reason for his crushing defeat at the polls last November. For years he had secretly planned to enter politics, although openly disclaiming such an intention. His campaign extended over ten years, for he desired one position from the electorate and did not wish to identify himself with any party. His method was quite ingenious. He went out of his way to congratulate everybody upon everything. He knew children's birthdays and the interest of others in growing hyacinths from bulbs by various coaxing methods. He sought out the parents and the growers, and congratulated both. But he really disliked children and knew nothing about flowers.

Finally, convinced that he had no enemies and a host of friends won by his careful "personal" solicitation and solicitous attitude, he induced one of his acquaintances to present his name for office. Once out in the open, the cloud dropped from the eyes of all. He had remembered their children's birthdays and admired their bulbs because he wanted office. That explained why he knew nothing real about children or bulbs. To be sure, he had no enemies and his opponent had several. He received his own vote and the vote of his opponent's enemies, plus a few scattering votes of those who cared not where their pencil crossed.

One of the amusing instances uncovered in my quest for examples shows clearly how easy it is to lose the esteem of an old-time friend. Through the clipping bureau, the scholarly sales manager of a Philadelphia corporation noted that John K. White, the venerable

Headline of Interest

THE headline of your advertisement is the headline of interest. It calls attention to your wares thereby sifting out the people interested in your merchandise to whom you can tell your story. The newspaper is a medium of daily news—ask your agency.

Boston Globe

Baltimore Sun

New York Times

Minneapolis Tribune

San Francisco Bulletin

St. Louis Globe-Democrat

Philadelphia Public Ledger

Des Moines Register and Tribune

Information regarding these trade centers and trade conditions will be gladly furnished by the advertising departments of these papers.

GUY S. OSBORN

Incorporated

CHICAGO

1302 Tribune Bldg.

DETROIT ST. LOUIS
701 Ford Bldg. 401 Globe-Democrat Bldg.



ENGRAVING ONE OF THE FINE ARTS

Armor had a definite meaning — even beyond its actual use. It stood for protection — offensive and defensive, and the knight wearing it by that very fact was placed in the role of champion for others.

To emphasize that meaning the old time armorer utilized the engraver's skill.

Business is a battle. The printed message goes out to represent and to combat. Not only its meaning but its actual effectiveness can be increased by the engraver's skill.

Gatchel & Manning, for over a third of a century have been increasing the effectiveness of commercial weapons. Perhaps you might like us to aid you.

**GATCHEL &
MANNING, INC.**
C. A. STINSON, PRESIDENT
PHOTO-ENGRAVERS
PHILADELPHIA

president of an enterprise which bought well into five figures each year, "was an expert with the driver." To nine hundred and ninety-nine sales managers out of a thousand this would have suggested golf. To this one it evidently suggested race horses. Now the venerable Mr. White did pride himself on his golf, although when he made the course in less than three figures it was unusual. But his opinion of race horses was such that he would have disowned his son had he joined the most honorable of gentlemen's driving clubs. The compliment he received upon his skill with the reins was about as acceptable as would have been a compliment on his ability to gauge the personal pulchritude of a Ziegfeld showgirl.

Again, it may be argued that this was an unforgivable mistake of an individual and in no way a reflection upon an automatic system of writing congratulations to those whose names break into print. But the answer is obvious. There can be no quarrel at any time with the wise and skilful and sympathetic use of information. But there can always be fairly pointed out the defects of any system which relies upon the broadcast use of information entirely lacking in true personal interest, backed by at least a modicum of specific knowledge.

Nor is it fair to confine this lighthouse of warning to those who would venture on new seas and seek new sales harbors along the dangerous coastline formed by press notices. Recently the sales manager of an Illinois corporation took with him to a trade convention in New York something over 200 clippings carefully card-indexed and cross-indexed to cover individuals and enterprises that appeared on the company's records as customers or prospective customers. He abandoned the use of these cards on the second day. He found at once that when he brought this mechanical knowledge into use, the first question that arose in the customer's mind was the source of the information. The kindled interest died quickly.

which each the and it of sug- evi- Now did ough less un- race would d he gen- com- skill s ac- en a gauge of a that stake way matic tions into rious. any l and ation. fairly any the ation sonal st a ge. this those seas along ed by sales ration inven- thing card- cover that cords cus- use of r. He in he nowl- question mind ation. quickly

In Advertising Campaigns Designed to Cover the Metropolitan Territory

Newark Is Vital

NEWARK, NEW JERSEY, offers to the National Advertiser greater possibilities as a market than are to be found in any other center of population in the East.

Evidence of this is found in the fact that Newark was one of four cities in the United States, and the ONLY city in the East, recently selected by the United States Government for the exploitation of United States Treasury Certificates through newspaper advertising.

Concentrate in the Newark Evening News for the effective and economical coverage of this highly desirable field.

Daily Net Paid Circulation - - - Over 100,000

Newark Evening News

EUGENE W. FARRELL
Business and Advertising Manager

O'MARA & ORMSBEE, Inc.
General Advertising Representatives
New York—Chicago—San Francisco

FRANK C. TAYLOR
N. Y. Representative
320 Fifth Avenue

The AMERICAN LEGION Weekly

Official Publication of



The American Legion

And of The American Legion Auxiliary
627 WEST 43RD ST., NEW YORK

1921 JAN. 25,7510

FEB. 27,10830

MARCH 31,726.20

APRIL 37,10385

MAY 28,20180

JUNE 27,64530

JULY 23,36220

AUGUST 30,73650

SEPTEMBER 40,10144

OCTOBER 49,00030

NOVEMBER 41,368.22

DEC. 32,000.68

1922 JANUARY 39,954.05

FEBRUARY 46,563.55

MARCH 55,200.50

43% increase in advertising revenue for the year 1921 over 1920—

33½% increase in January, February and March of 1922 over corresponding months of 1921—

and still going strong.



H. D. CUSHING
General Manager and Advertising Director

GORDON HOOG,
Eastern Advertising Manager

H. R. DENTON,
Western Advertising Manager
203 Conway Bldg., Chicago

when a few leading questions proved that the material was gathered on a mechanical country-wide basis. As he told me, "Of course, I could have lied and have feigned to fail to remember just where I picked up the interesting item. But so long as I am able to earn my living honestly, I am not going to lie myself into friendships, business or personal. Hereafter I am going to do as I did before the new fad obsessed me. I am going to find out all that I can of interest, and I am going to use only the very small part that I can use naturally and truthfully, and back up with a real personal interest of my own."

This able sales manager went a step farther in his analysis, in continuing, "Don't for a moment feel that I have any highbrow idea that it is hypocritical to be interested in some customer's hobby that I don't understand. For example, though I wonder why the Lord created carrots, I can sell carrots to those who like carrots. But I cannot and will not endeavor to fool any man into thinking that I sit up nights following his personal career and congratulating him on winning a silver mug in auction bridge at a charity affair, when the news comes to me cut from the society columns of his Sunday paper, and I haven't the slightest idea whether auction bridge is a new structure over the East River or is played with tiddley-winks."

Easily the best example of the danger of the letter that seeks to capitalize the present and results in killing the future comes from staid old New England. A long-established and successful retail business has as its president a man in the late fifties. He is broad-gauged in every way. Recently he attended a conference at which an able speaker pointed out ways by which long-established businesses had brought in new profits and established new and closer relationships with customers. He was immensely impressed with the sane views expressed. After some little correspondence he employed the speaker to write a series of letters to his customers.

Only the first of this series was ever mailed. Each letter was, on its face, personal. It dealt with the customer's relations with the business and, worked into the text rather than as a tabulation, showed customer's purchases year by year and pointed out that, while the customer bought certain lines of merchandise regularly, there were other lines in which the house was traditionally leader that had not been purchased. It was a four-page readable, thoroughly personal letter. Had it been sent to any one customer there is no doubt that it might have led to an improved relationship, with consequently increased profits. But it was sent to a block of a thousand customers. Apart from the figures of purchases and two additional paragraphs, the letter was no more personal than can be any routine letter based upon such facts. The conservative men and women who received this letter were first attracted. Then they felt deceived when they found that their friends had received all but identical letters. They saw in the episode a change of policy—a reaching out after business by means which, if not questionable, were disturbing. They saw not individual inquiries designed to bring about better service, but an attempt to build up profits by a subterfuge.

Strangely enough, the resentment was greatest when into these letters, based on analysis of purchases, a strand was woven out of a clipping service used. This only heightened the feeling of distrust.

There can be no question that "intermediate letters"—letters which are not sales letters in the sense of directly soliciting orders—have a definite place in merchandising. It is true that the boundaries of this field have not yet been determined.

But it is as true as the honest things of life—vast oceans, tall trees, impressive mountain chains and magnificent rivers—that unless these letters are based upon a desire that comprehends and upon an understanding that is truly on the foundation of service, no technical cleverness can bring about atonement for semi-deceit.

Beaver Board Companies Re-organization Completed

The reorganization of The Beaver Board Companies, Buffalo, manufacturers of Beaver Board, Vulcanite roofing, asphalt shingles and other allied products, has been completed. Under the plan, as adopted, there will be two companies. The Beaver Board Companies will be continued as the holding company and the new company, the Beaver Products Company, Inc., has been incorporated under the laws of New York, and will be the operating company.

W. F. McGlashan, former president of The Beaver Board Companies, is now chairman of the board. B. L. Worden, founder of the Lackawanna Bridge Company, has been appointed president of both Beaver Board companies.

J. H. Anderson will be vice-president of The Beaver Products Company, Inc.; John A. Logan will be vice-president in charge of the Vulcanite roofing division, and William E. Shearer, vice-president in charge of the American cement plaster division.

The properties of the company located in Canada will be consolidated into a separate Canadian corporation or corporations which will be controlled by The Beaver Products Company, Inc.

Stretching Garter Sales Over the Summer

A. Stein & Company, Chicago and New York, manufacturers of "Paris" garters, are introducing a summer addition to their product in the "Little Paris" garters, which the company is advertising in a number of newspapers and periodicals.

"Great for summer wear" the company's advertisement reads. "The small shield and half-inch silk cable elastic make 'Little Paris' extremely light, cool and comfortable. Freedom from binding is assured by the long stretch, peppy elastic. Treat yourself to a pair today."

Los Angeles Agency Appointment

G. E. Braddock, formerly of the R. C. Buchanan Company, Inc., Los Angeles, and assistant advertising manager of the Detroit Stove Works, Detroit, has been appointed president of The Ralph Company, Los Angeles advertising agency.

Mr. Braddock succeeds Ralph Schneider, who has resigned.

O. W. Loew Returns to Curtis Agency

O. W. Loew, recently with the Localized Advertising Corporation, Detroit, has returned to The Curtis Company, advertising agency, also of that city and Windsor, Ont. He will establish and be in charge of a branch sales office in Montreal.

When the Farmer Begins to Advertise

The American farmer is waking up to the value of advertising and to the value of organized salesmanship. He is rapidly learning to co-operate in producing and in marketing. He is more readily reached by promotion agencies than ever before. Now is the time for the advertising men of the country to begin making serious study of the farmer's sales needs. This is not wholly a new, untried thing. It has been done and is being done. I know of one large advertising agency now at work in a co-operative selling campaign for good wheat. The number of individuals participating in this campaign is necessarily large, but the agents working on the job are experiencing little difficulty because of the thoroughness of the farmers' organization.

Dairy interests, truck growers' associations, potato and melon men are particularly eager for good selling and advertising plans. They are working for a way out of the wilderness of unstable prices and non-understandable market fluctuations. Any proposition put up to them that seems to be fair and sane will receive their earnest consideration. They may not be as easily sold on the idea of advertising as the average business man, but I believe they will be nearly as easily sold. There is no doubt but that they can be convinced that sound advertising will produce results.

The county agent, the livestock associations, the grain growers' clubs, and the host of other farm organizations offer the way for you into the farmer's business. Here are units with which you can work. They will save the necessity of first organizing the individual producers before you can begin to talk advertising. They are now saving you the task of teaching the farmer that he must first standardize and grade before he can profitably advertise and sell.—From an address by W. M. Jardine, president, Kansas State Agricultural College, before the Agricultural Publishers' Association at the Milwaukee Convention of the Associated Advertising Clubs of the World.

Kansas City Advertising Club Election

The Kansas City Advertising Club at its annual meeting last week elected Harry S. Frazer, Union Bank Note Co., president; Tod Woodbury, Cadby & Olmstead Jewelry Co., vice-president; Grace V. Strahm, Grace V. Strahm Letter Co., second vice-president; Geo. M. Husser, secretary, and W. R. Snodgrass, Fidelity National Bank & Trust Co., treasurer.

E. C. Trauth, formerly of Powell & White, Cincinnati, is now manager of the direct-advertising service department of The Bacharach Press, Cincinnati.

New York is Our Field We Can Make it Yours



FOR thirty years we've been selling this market and every year we have invested hundreds of thousands of dollars for our clients in New York City.

We'll be glad to explain to you how our plans have brought notable successes. We can show you how to increase your metropolitan distribution and sales, so that you win not merely local, but national prestige, and at a cost less than you would imagine could be possible.

*You needn't be afraid to tackle New York
and you can't afford to ignore New York!*

A conference incurs no obligation.

ANDREW CONE GENERAL ADVERTISING AGENCY

ESTABLISHED 1890

Member American Association of Advertising Agencies
Associated Advertising Clubs of the World
Audit Bureau of Circulations

Tribune Building New York City
Telephone Beekman 2792—2791

When Advertising is NOT RIGHT

Impractical—Unsalesmanlike—Unproductive

When Advertising, or advertising agency Service is not right, then it is time to see that it BECOMES right.

If you happen to be an Executive who is tired of "get-the-commission" tactics which are father to advertising that is not right; or an Advertising Manager who is hungering for honest, consistent, complete service (which means we look after your interests as we do our own), I shall be glad to have you say to me, in a letter, "What can you do for my business and for me? My problem is . . ."

I shall follow up your inquiry, BY MAIL FIRST. Then, when we come to a meeting of minds, this agency's selling suggestions can be merged with yours through PERSONAL TALKS, or (if you are located out of town) BY MAIL, and a sound selling PLAN produced. In handling the advertising interests of 52 business organizations, we use both "personal talk" and "mail" methods.

This limited space, utilized fully now, permits extracts from letters of only four of our clients:

"In planning our advertising outlay you have had in mind always getting the most that was possible out of every dollar spent and have given us PERSONAL SERVICE which we never had before."

"The big thing in your advertising service which has kept us tied to you for the last several years has been your willing spirit of co-operative interest and study of every problem which has come up."

"Our account is not very large, but only the other day when we

received your letter which analysed the expenditure of our money in such a careful manner, the writer remarked to our Secretary that you were handling our business as carefully as though it were \$100,000.00 instead of \$1,200.00 or \$1,500.00."

". . . since turning my account over to you, for once, I have found REAL service. You have demonstrated to me that the interests of your clients are your own interests. Your promptness in executing orders and attending to the smallest details indicates thorough efficiency in your line and a CLOCK-WORK system in your office management."

I shall be glad to tell you on request, WHY the above appreciations of services rendered were sent to me, and also WHO sent them. I shall send you additional evidence. Address your letter to: Frederick McCurdy Smith, Advertising and Selling Counsel, Educational Building, 70 Fifth Avenue, New York, or telephone: Chelsea 1968.

P. S.—My agency is somewhat different from most, in that our bread and butter does not depend alone on ordinary agency commissions allowed by publishers.

When a proposition requires only direct-mail advertising, we prescribe it and charge on a moderate fee basis. When it requires only publication advertising, we recommend that, and charge only for necessary art work, cuts, typography, etc. When a proposition requires both publication and direct-mail media, we combine methods. We can, therefore, afford to counsel and execute with fairness.

Fundamentals of a Correct Sales Policy

(Continued from page 8)

proper method is to examine carefully every possible method, both those which are customary and those which have never been tried, and to test them to see if they violate the fundamental laws of economics.

There is one other point on which the manufacturer must have guidance if he is to arrive at a sound selling policy. He must be able to analyze his cost of selling. At present most concerns lump all of their selling costs and consider them as a flat percentage upon the selling price. They may think that, by dividing this lump sum to show the cost of advertising, salesmen's salaries, salesmen's traveling expenses and so-called overhead items of selling, they are analyzing their expense, but such figures are of but little value. It is entirely possible at slight clerical expense to determine the actual profit or loss by territory, by salesman and by customer. The ultimate goal should be, of course, to make a profit on every one of these. It may never be possible to reach that goal, but a proper analysis will at least show which customer, which salesman, and which territory is profitable and why. Still more valuable, it will show which are not profitable and why, and will point the way to making each stand on its own feet.

Without definite knowledge of the distributing costs which such analyses give, I doubt if it is possible for anyone to choose the soundest selling policies. They furnish definite knowledge and do away with guesswork. They show up salesmen who have been getting by on bunk. They point out where to go for volume; whether it will be more profitable to get thin distribution over a wide territory or to saturate a thickly-populated, nearby territory. In that way such reports may dictate the advertising policy.

A business can only be made permanent and profitable by choosing a fundamentally sound selling

Michigan Facts:

Silos are increasing in MICHIGAN at the rate of 10 per cent a year.

MICHIGAN advertising pays.

MICHIGAN'S best small city newspapers are united in the Michigan League of Home Dailies.

MICHIGAN wants your business.

H. EDMUND SCHEERER

National Advertising Representative
Marquette Bldg., Chicago

New York Office: 30 East 42nd Street
R. R. MULLIGAN

in San Antonio



But —

in New Orleans
it's the

Item

Getting Student Trade Is Mainly a Matter of Knowing How

IT no longer is a question of whether you can afford to advertise in student papers, but whether you can afford not to.

With 25,000,000 students in America, manufacturers of logical products not going after student trade in the right way are handling their sales campaign inadequately.

A campaign based on an intimate knowledge of the buying habits of the students will bring satisfactory results. We possess this intimate knowledge.



Sales, Promotion and Advertising Manager

We know a man, now employed, who seeks a larger opportunity. He is particularly well fitted to direct a national proposition in which the products are sold in either drug, grocery, men's wear or women's wear stores. Knows how to discover, develop and sustain the central force unique to a product or a project—this not simply by means of standard advertising media, but to a large extent by his personal influence on the selling organization. We should be glad to bring an advertiser of large calibre and this man together, for we know we should be doing a service to both.

Franklin P. Shumway Co.

453 Washington St.,
Boston, Mass.

policy, which has its root in the factory and takes in even problems of finance. The aim of a sound selling policy is to make the product sell itself. This can be done by getting the price, quality considered, progressively lower so that more and more people can buy. Therefore, the test of every decision made in choosing the policy must be, "Will this reduce the price to the consumer?" The first result of sound thinking along these lines will be to make the pioneers above and beyond competition.

Place New Accounts with McCutcheon-Gerson Service

The Interstate Garage Corporation, Chicago, has placed its advertising account with the McCutcheon-Gerson Service, Chicago advertising agency. The McCutcheon-Gerson Service has also secured the account of the Van Orman Hotel System, operating the Hotel Shawnee, Springfield, O.; the Hotel McCurdy, Evansville, Ind., and the Hotel Orlando, Decatur, Ill. Full-page copy for the garage account is being used in Chicago and in metropolitan cities in the Middle West. A newspaper campaign in Illinois, Indiana and Ohio is planned for the Van Orman account.

Advertising to Be Used in "Better Wheat Campaign"

Definite plans for a campaign to improve the quality of wheat in the Southwest were made at a recent meeting held at Topeka, Kan., which was attended by thirty members of the Southwestern Wheat Improvement Association, recently inaugurated by the Southwestern Millers' League, and which has since been endorsed by virtually every agency related to the agricultural industry. The plans adopted call for an advertising campaign regarding the principal essentials of the movement for the education of the whole public.

Southern Newspaper Publishers to Meet

The annual convention of the Southern Newspaper Publishers Association will be held at Asheville, N. C., on July 10, 11 and 12.

Appointment by "The Horticulturist"

The Horticulturist, Boston, has appointed Thomas H. Child its New York advertising representative.

"greatly exceeded any direct-by-mail plan we have ever tried"

That's ADPLUS

CHAPIN-HAZZARD CORPORATION
MANUFACTURERS OF
ADPLUS TRADE MARK
ICE CREAM

REG. U. S. PAT. OFF.
MAILED TO YOU, D. C.

MAY 22, 1922.

The David Hazzard Corp.,
923 12th St., N. W.,
Washington, D. C.

Gentlemen:

It is not the Chapin-Hazzard's policy to officially endorse any advertising proposition, and we have always felt what might prove successful for one concern, would fail to produce for another. However, the results we have obtained with "Adplus" in the City of Norfolk, Virginia, have so greatly exceeded any direct by mail plan we have ever tried, we feel it is a duty to tell you about it.

Forty thousand of our first order of one hundred thousand "Adplus" folders have been mailed to a general list in Norfolk. The response was immediate and enthusiastic. We have never had any advertising plan of any nature whatsoever that brought the remarkable results we found through this clever folder. Not only did we receive the specific plan mentioned in the "Adplus" pull big, but we noticed a very nice increase in our business generally.

Very truly yours,
Frank J. Hazzard
Manager of Office
and Advertising

*~what the Country's LARGEST
Ice Cream Manufacturer thinks
of ADPLUS*

W.S.

An individually illustrated folder-letter that forms its own envelope and mails for one cent.

ORIGINAL NOVEL INEXPENSIVE
Patent Pending Advertisers Art Studios, Washington, D. C.

WRITE FOR SAMPLES

The DAVIS-HAZZARD CORP.
923 12th St. N.W. Washington D.C.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., DOUGLAS TAYLOR, Manager. Atlanta Office: 1004 Candler Building, GNO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumden Bldg., Toronto, H. M. TANDY, Manager.

London Office: 233 High Holborn, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGRAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

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C. B. Larrabee
Chicago: G. A. Nichols
D. M. Hubbard
London: Thomas Russell

NEW YORK, JUNE 15, 1922

Retailers' Quotas to Build Off. A knowledge of how much business the retailer should do each month of the year, and how he can increase business in off months, is of value to every manufacturer. The United States Tire Company, selling what appears to be a distinctly seasonal product, has been able to make 58 per cent of its sales in the nine "off" months of the year. Its retailers' quota idea has helped considerably in bringing about this condition. Complete figures for every territory covering both cars and trucks are sent to dealers. By showing the percentage of the year's business which should be done in May or November, based upon the successful accomplish-

ments of a large number of dealers, every retailer is brought to make a more careful study of his possible markets for those months.

One tire and one-half a tube for every registered automobile vehicle is the year's quota, and each month has its definite percentage of the whole. Suggestions as to how to make the monthly quota are sent with the figures. It is pointed out to each dealer that if he checks carefully the parked cars, notes the condition of each tire and then by going to the owner at the psychological moment, he could increase sales. The dealer is also shown that by displaying and pushing his goods before the season actually commenced he can lengthen his season and add to his income.

Knowledge of how far a prospective customer drove per day and week, the estimated length of life of the left front tire, a tickler card to come to the salesman's attention two or three days before a tire was through, these and similar ideas have a bearing on the problem of every manufacturer whose product is seasonal or semi-seasonal. Surely every retail dealer would profit if he made a more careful study of the buying habits of the customers in his territory. No salesman's yearly record would suffer because of a more careful analysis of the needs and habits of the men on whom he calls.

A retail quota based on facts, plus some constructive ideas to help the dealer and the salesman will do much to take the seasonal curse out of any seasonal product.

Full Lines Locally Plus Specialties Nationally The high freight rates which have been prevailing for the last few years are not the only unmitigated evil that many persons have supposed. There was a silver lining in the high cost of transportation cloud that has hung over the business world that could be found if we were disposed to look for it.

For one thing the increased

freight rates forced many manufacturers to pay some attention to the market at their doorsteps. Strange as it may seem, many advertisers have a good distribution everywhere, except in their own communities. In politics, the fellow who cannot carry his own ward is never selected for party preferment. In every line of endeavor those who are without honor in their own countries are poor advertisers, to say the least.

The freight increases, as we said, have compelled many manufacturers to build their home fences. This has been particularly true in the building supply business. The advance in the cost of shipping brick, for instance, has been tremendous. In the old days a brick-maker could sell his product over a wide expanse of territory. But now if he gets too far from the home base the freight will handicap his product in competition with the local manufacturer. Formerly the maker of a fancy face brick or of a tapestry brick thought he had to spread out, thinking the home market was not large enough to absorb his output. Now, however, these manufacturers have been constrained to build up the local demand. To their surprise, they are finding buyers in quarters they had previously passed by. Under pressure they are developing new uses and new outlets for fancy brick. Operating in a compact territory they are now able to sell intensively where they formerly jumped all over the map wherever easy business happened to pop up. They are also getting the home business of the outside manufacturer who had been selling in that territory in the days of the low freight rates. In many ways, the changed character of their present business is more profitable and a lot more satisfactory than was the old plan of selling superficially over a wide range.

The freight rates have put many concerns out of the competitive race so far as price is concerned. They have been obliged to exercise a control over their business other than their ability to quote

lower prices. Manufacturers have been compelled to develop specialties that can be trade-marked and advertised and sold on a quality appeal, independent of unfavorable freight rates.

We have seen this work out in the nursery business. High expressage is causing people to buy nursery stock from a local concern, where large orders can be delivered by truck. Enterprising nurserymen, therefore, are intensively promoting the neighborhood market for their general line of stock. In advertising they use local mediums. In addition to this, however, they are building up trade-marked specialties for the national market. These are advertised in general mediums. Stumpf & Walter, of New York, for instance, have an enormous local business, but besides they have specialties, such as gladioli, which are sold throughout the country.

While we are probably entering an era of lower freight rates, the lessons of the last few years should not be forgotten. The high rates will, indeed, have been a blessing if they have taught manufacturers the importance of their local markets.

The Victorious Attitude in Selling

A successful sales manager for a fast growing concern is hiring young men and training them instead of hiring men who have previously sold for competitors. He has found out, he says, that if a man has had experience in his industry he is far too familiar with confidence-destroying precedents and with stock objections which have him half beaten before he starts out.

A salesman who comes from a competing house often knows too much about what cannot be done. He has accumulated a mass of information about the difficulties of the business that tend to set up in his mind an arbitrary limitation as to how much he can himself accomplish. It is of course easy to carry such a policy too far. Nevertheless there is a fair amount of good sense in the

practice of this particular sales director. To be an outstanding success in selling, a man must have an invincible attitude toward his job. He must believe firmly that he can do the task that is before him. As soon as doubt creeps into his mind, his uncertainty is soon observed by the prospect, with the result that it is much easier for him to say "No." Unless he maintains a victorious and resourceful attitude in the face of a buyer, the average salesman is beaten almost before he starts.

As this particular sales manager put it graphically, "I do not want to keep on hiring doubt. I have to hire courage, tenacity and resourcefulness." The leader of any sales force today must be able to inspire confidence and determination in his men. Napoleon proved his right to leadership when he succeeded in making every soldier believe that he carried a marshal's baton in his knapsack. Doubt and uncertainty are good things to banish and it is up to the sales manager to help banish them.

**Old
Arguments
In New
Clothes**

often had to seek out new lands to see what nature was doing there. Feeling that he had observed all that nature had to teach him in his own familiar environment, he thought it was necessary to watch her in strange manifestations in order to learn anything new.

When this impulse became unusually strong, the great naturalist would say to himself: "Look a little closer into the nature right at your own door; do a little intensive observation at home, and see what that yields you. The enticement of the faraway is mostly in your imagination; let your eyes and your imagination play once more on the old familiar birds and objects." And sure enough Burroughs never did fail to

In a posthumous volume of essays, John Burroughs tells of a desire that he

observe something new and interesting in his well-traveled habitat.

How well this preaching applies to advertising! How devoid of interest the old theme or the well-known product seems to the jaded copy writer at times. So threadbare is the subject that a new thought about it or a new argument for it, appears to be impossible. And yet the sources of advertising ideas rarely exhaust themselves. If something novel cannot be said, the familiar arguments can be presented in new clothes.

A few weeks ago, a certain advertising agency got a soap account—the first it ever had. "Oh, Gosh, a Soap" exclaimed the agency executives "What can we say about soap that hasn't been said a thousand times before?" But those executives were wrong. They soon found many selling points about soap that have not been over-worked. They discovered that several intelligent people, sitting around a council table, by asking apparently foolish questions could soon confound the soap expert. That is what has happened. As a result, a campaign based on startling original soap selling ideas will soon appear.

On the other hand, it is a mistake to assume that in order to advertise an article successfully we must constantly use new talking points. Some of our strongest advertisers have used the same arguments over and over again for years. They occasionally lend new force to the statements by presenting them differently. For instance, Rogers Peet Company recently advertised:

"A so(u)l kiss that lasts for ten sunny days!"

"A sample piece of every cloth we buy is exposed to Old Sol's rays for at least that time.

"If it then fails to match the rest of the bolt, the whole thing's rejected—even though all-wool."

Clothers have been advertising for years how carefully they buy their woolens. But telling about this sun test is a novel way of marshalling the old argument.

*“They Can’t See the Future, For the Present

Is Always Standing in the Way.”

Exactly what we have been saying for a number of years to advertisers who do not talk to boys. The boy of today is the man to whom you must sell tomorrow.

And “tomorrow” he will be the mainstay of your market—the leader who will influence the purchase of every product in his community.

The time for you to advertise to him is *today*—the most formative period in his whole life. The impression made on him now will stay with him through life.

*BOYS' LIFE is published by The Boy Scouts
of America for All Boys*

Boys' LIFE

THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue
New York, N. Y.

203 So. Dearborn Street
Chicago, Ill.

*From *Forbes Magazine*, May 27, 1922



BERRIEN COMPANY

INCORPORATED

19 W. 44th St., New York

Advertising

- Acker Merrill & Condit •
- Quincy Cigars •
- Bates Hats •
- Corporation Trust Co. •

Arkin Cuts for every purpose

\$1 FREE Big cut book—chock full of ideas—hundreds of cuts that help sell goods. Send \$1 for book—this \$1 is credited on first \$3 cut order.

Arkin Advertisers Service, 422 S. Wabash Ave., Dept. 19, Chicago

EVENING HERALD

LEADS ALL LOS ANGELES
DAILY NEWSPAPERS IN TOTAL
PAID CIRCULATION.

Government statement for six
months ended March 31, 1922

average **146,233** daily

Representatives:

New York:	Chicago:
H. W. Moloney	G. Logan Payne Co.
884 Times Bldg.	Suite 401, Tower Bldg.
	6 No. Michigan Ave.

Trying It Out on a Street-Car Conductor

A very successful New England sales manager, who has achieved some remarkable results with direct-mail advertising, was once asked, "How do you do it?" His letters were sent to people in the average walk of life, and so-called masses. They invariably brought enviable responses. His method was simple. He never sent a letter to any large list of people without trying it out on a street-car conductor. He writes:

"I have often boarded a street car and ridden to the end of the line with a conductor in order to read him my letter. I found that those fellows get into the habit of thinking clearly and dealing in short, direct statements. They taught me the fine art of cutting out superfluous words. Often, too, I have read these letters to the janitor who cleans out the office at night. He has given me splendid help, unknowingly, in the line of simplifying my thoughts. That is why the direct-mail literature I send out now is mighty crisp and to the point. Some folks think they are too plain. The facts are that they bring me the business." From a bulletin issued by The Direct-Mail Advertising Association.

Des Moines Club Holds Annual Election

At the annual meeting of the Des Moines Advertising Club, Ed. F. Corbin, of *Successful Farming*, was elected president, and A. M. Curryer, of the Pratt Paper Company, vice-president. Dick M. Vawter, of the Merchants Trade Journal, Inc., was re-elected secretary-treasurer.

The new members of the board of governors are: Chester M. Cogswell, Coolidge Advertising Agency; G. A. Snider, Northwestern Banker; William F. Schnitzer, Flynn Dairy Company; Arthur H. Brayton, Merchants Trade Journal, Inc., and F. H. Tigue of the Vacuum Oil Company.

Ansonia, Conn., Machine Account with Kobbe Agency

The Farrel Foundry & Machine Company, Ansonia, Conn., is planning an advertising campaign and will use direct-mail and business papers. The account has been placed with the Philip Kobbe Company, Inc., New York advertising agency.

This agency has also obtained the accounts of the Lloyd Wireless Telephone Company and John Firth & Company, makers of wireless apparatus, both of New York.

Cartier Appointment

Cartier, Inc., New York jeweler, has placed its account with Huber Hoge, Inc., New York advertising agency. Newspapers and magazines are being used.

The Right Honourable
VISCOUNT NORTHCLIFFE
Publisher The London Times and London Daily Mail

Invites
 THROUGH
Sir Charles Higham, M.P.
The
ASSOCIATED ADVERTISING
CLUBS of the WORLD
to hold
 their 1924 Convention
in
LONDON
England.

LORD NORTHCLIFFE has asked Sir Charles Higham in person to place his reasons for inviting this Convention to London, and is certain Sir Charles will receive the characteristic American courtesy and attention.

THE *NORTHCLIFFE PRESS*
 280 BROADWAY,
 N.Y. CITY

The Little Schoolmaster's Classroom

WHEN a dealer carries a line that moves rapidly it is necessary for him to refer frequently to the catalogue of the line. Therefore, it is of utmost importance to both dealer and manufacturer that the catalogue be found readily when a need for it arises.

Earl & Wilson, manufacturers of collars and shirt, have realized the importance of the easily found catalogue and have solved the problem of making it accessible in an effective way.

The company analyzed the average haberdashery and found that it was usually a small-space store and that the complete office frequently was what the owner could crowd into and onto a small desk. It was obvious that what was filed on an already crowded desk or among the papers that usually burdened the office would not be easily found and would, in all probability, lose some of its effectiveness for this reason.

* * *

However, the company did notice that in every store the telephone book is usually so conveniently located that it can be picked up in an instant. The method of taking care of this is by a hole punched in the upper left-hand corner through which a piece of string is run. This makes it possible to hang the book on a hook at the side of the desk, where it can be found instantly.

The company, therefore, adopted the same idea for its catalogue. Through the upper left-hand corner of its latest catalogue is run a string, to which is attached a small envelope. On this envelope is printed this message: "This envelope contains a hook for the Earl & Wilson catalogue. Screw it in a handy place in your collar department so that you and your salesmen may always have this book immediately available for reference. It will help you make more sales." A small brass screw-hook is inside the envelope.

Making the catalogue as handy as the telephone book is a good idea that will make sales for both dealer and manufacturer.

One other feature of the catalogue attracted the Schoolmaster. The company does not call it "Earl & Wilson's Catalogue 716," but "The Earl & Wilson Green Book." This little touch lifts the book out of the "just another catalogue" class and gives it a certain unmistakable individuality that will impress the dealer.

* * *

Not long ago the Schoolmaster was walking along a certain section of Fulton Street, Brooklyn, meditating on the peculiar idea sterility which is characteristic of second-hand dealers. About every third store in the neighborhood was owned by a second-hand dealer, and a more uninviting set of shops the Schoolmaster has seldom seen. Suddenly, in this desert of shoddy merchandising there appeared an oasis—a second-hand dealer with real business ability.

This dealer's window was almost covered with clippings from current advertisements. The Schoolmaster saw advertising for three well-known brands of washing machines, two lines of furniture, a davenport company, and perhaps a dozen other nationally famous products, including an automobile. Beneath each advertisement was a card announcing that the dealer offered for sale a used model of the product advertised above. Whenever price was mentioned in an advertisement the figures were ringed in red and connected by a line to the red-ringed figure on the card below, which announced the dealer's price.

As the Schoolmaster descended into the Subway it occurred to him that while that second-hand man's store may contain a number of "antiques," there is nothing antique about his business.



FLEXLUME SIGNS

Shout Your Story on Main Street

EVERY Flexlume Sign in the picture is shouting a merchandising story out there in the very heart of things where people must pass—raised, snow-white glass letters on a dark background in the daytime, at night solid letters of light. A Flexlume is 24-hour advertising. It talks to the people who do not read magazines or newspapers, talks to them right where the products are sold. And the cost is trifling—only a few cents a night, the daytime display costs nothing.

There are reasons why so many manufacturers are "hooking up" their national advertising to the dealer's door with Flexlumes.

Your business needs Flexlumes as a part of your advertising campaign. Let us send you a sketch showing a Flexlume to suit your needs

FLEXLUME CORPORATION, 32 KAIL STREET
BUFFALO, N.Y.

Flexlumes—Electric Signs Made Only By The Flexlume Corporation

A Good Copywriter Is Hard to Find

At least one who can write good financial copy. And that's the kind of a chap a large advertising agency needs for its rapidly growing financial department.

The man we want knows that all banks have strong locks, that all trust companies sell an identical service, that all stocks and bonds are more or less safe.

But he is able to write about these things in such a way that the safety and service offered by his clients immediately becomes something new—head and shoulders above all others.

If that's your speed, write at once, for appointment, giving full details of your history, experience, etc.

Address "T. C." Box 93, care of Printers' Ink.

EXECUTIVE CORRESPONDENT

trained in the principles of merchandising—familiar with the diplomatic application of these principles to correspondence, desired to organize and supervise a correspondent's division in our Service Department.

Technical, automotive knowledge not essential for man of sufficient executive ability.

Write, stating education, training and experience that qualify you for the above position.

State salary expected.
Address your letter to "S.N.",
Box 91, care of Printers' Ink.

Do not address the company.
Franklin Automobile Co.
Syracuse, N. Y.

sense. The dealer recognized the force of national advertising and in his humble way was doing his best to cash in on it.

* * *

A sales manager writes that he wishes the Class would discuss the relative importance of legs and brains in selling. He says his experiences of late have almost convinced him that the average salesman is depending too much on his native smartness and does not hustle enough.

The experiences of W. J. McDonough, a Chicago publisher, furnish a pretty fair answer to the question. Mr. McDonough tells the Schoolmaster his first selling job was that of taking orders for maps.

"What I lacked in brains I made up in legs," he says, "and I am not bragging when I say I think I developed as good a pair of legs as could be found in all Chicago. After I got to going I found my selling average was one map to each eight calls. By working a little harder, therefore, and visiting sixteen more houses each day, I was able to sell two more maps. Some of the brightest men I have ever seen have made only mediocre successes in selling because they would not use their legs systematically and sufficiently as well as their brains."

Away back in those days of happy memory when milk sold for seven or eight cents a quart, a couple of young fellows in Oak Park, Ill., a suburb of Chicago, started a dairy business as a means of buying themselves educations. Their father staked them to a couple of cows. They bought more, and by the time they were through high school and ready for the University of Michigan they had a big herd of selected cows from which they were selling "certified" milk at eighteen cents a quart.

Scientifically and steadily applied leg work—the effect of which, like that of properly executed advertising, will grow on the cumulative basis—was responsible.

"I always made it a rule," said

Are You Big Enough

- to translate the story of one of the largest weekly magazines into selling copy which will produce?
- to take entire charge of all promotion literature and justify your salary by results?

An Experienced Copy and Promotion Man

can satisfy his present ambitions and assure his future by answering this advertisement in detail. His letter must visualize his qualifications in such a way that we will have full confidence in his statements and in his attainments before arranging an interview. All communications will be held in strictest confidence, but only those which show a healthy comprehensive experience and a grasp of the opportunity created by this advertisement will be considered.

Address "G. J.," Box 95
Care of Printers' Ink

TWO GOOD MEN Are Looking for This

The rapid growth of business in this live, aggressive Chicago Advertising Agency affords an unusual opportunity to two advertising men.

Copy Man:

The man selected for this position must be well seasoned, full of original ideas, versatile and capable of planning and executing campaigns from start to finish.

Account Executive:

This position requires a man of good personality and analytical mind—one whose past experience has proved his ability to create business and hold it.

To both these men will be offered abundant opportunity for development amid congenial surroundings, as well as the chance to become financially interested in the company. Give complete information regarding past record, references, etc., in your reply. All correspondence held strictly confidential.

**Address S. J. B., Box 94
Printers' Ink Weekly
Peoples Gas Bldg., Chicago, Ill.**

the older of the two brothers, who now is holding a responsible selling job in another line, "to call on three new prospects every day in addition to whatever follow-up work hanging over from other calls I had to do. Whatever happened I never under any circumstances would fail to make the three calls. This brought about a steady rate of increase that at length we were able accurately to gauge in advance."

The Schoolmaster puts this question: How would it be to straddle the issue and say that while there is no substitute for leg work on the well-equipped sales force, there is such a thing as organizing it on the basis of known results?

* * *

The Schoolmaster is inclined to award the asbestos order of merit to the following postscript from letter number three in the follow-up of a correspondence school:

"P. S.—If, for any reason, you cannot accept right away, you should send me a deposit of \$1 to show the sincerity of your intentions. When you enroll, this payment can be deducted from your tuition fee." L. S."

The more you think about it, the better it gets.

And, speaking of letters, the Schoolmaster believes that even the jaded correspondent may extract some inspiration from these opening paragraphs from a beauty culture institute:

You have looked forward to receiving this letter and the enclosed booklet. Perhaps you have eagerly counted the days—or you may have experienced only mild curiosity. But, however great your need, you are not going to be disappointed. As you read the booklet there will come into your heart and mind the thrill of victory plainly within your grasp. You will positively know that you have at last found the way to beauty.

How shall you know? Because truth must always carry conviction. And you will realize that the very spirit of truth is calling to you, because sincerity alone could have inspired the message of hope now in your hands.

Indeed, this is one of the most important moments of your life. Try to realize it. On a day not far distant you will understand more fully. You will look back with the radiant happiness of your new beauty and see that your whole world has been changed.

Adepts



OU'VE heard of the association of ideas. Ours is the association referred to. Copy, plans, bookleture, printing.

SAMSON **SERVICE**
Strength in advertising
Continental Trust Bldg. Washington D.C.

"Greatest Lumber
Newspaper on
Earth."

American Lumberman
Published
in CHICAGO
—Read wherever
lumber is cut or sold.
Member A. B. C.

June

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A News Copy Suggestion for Banks

Psychologists, who have turned their attention to advertising, tell me that frequently the advertiser using the news of the day to attract his reader falls short with the remainder of his ad. He may select something from the stream of news that will focus the attention of thousands of readers to the beginning of the ad, then fail to link that interest definitely with the product. The news must naturally fit the product, else little is gained.

Often this can be avoided by the use of news produced within the bank itself, or gathered by it from its specialized outside sources, which will take the public into a situation with the bank in which mutual interests are at stake. This, it seems to me, is perhaps the best of all the methods of utilizing news of the day in advertising.—Walter S. Greenough, Fletcher Savings and Trust Co., Indianapolis, Ind., before the Financial Advertisers Association at the Milwaukee Convention of the Associated Advertising Clubs of the World.

To Market Detachable Heel

The Detachable Heel Co., Keansburg, N. J., maker of "Hansen's" Metallic Heel, has placed its account with Stanley E. Gunnison, Inc., New York advertising agency.

The Sands Cocoa Corporation, Brooklyn, maker of cocoa cubes, has also placed its account with this agency. A campaign is now running in New England, New Jersey and New York newspapers and also some foreign language newspapers.

Stanley E. Gunnison, Inc., has elected Miss Jessie Lee Hall as secretary. Miss Hall was formerly with Ward & Gow, and the Broadway Subway & Home Boroughs Car Advertising Company.

Golflex Places Account

Wilkins & Adler, New York, manufacturers of "Golflex" golf sporting goods, have placed their account with the Federal Advertising Agency, Inc., New York. This agency also has secured the account of the Belmont Chemical Company, Springfield, Mass., manufacturer of Germinol, a foot powder.

Sir Charles Higham will be the luncheon guest of the New York League of Advertising Women on Tuesday, June 20, at 12:30 P.M. The luncheon will be held at the Hotel Pennsylvania and reservations may be obtained from Miss Teresa A. Jackson, care of the Biow Company.

A. R. Kriechbaum, vice-president of the Commercial Journal Company, Inc., formerly in charge of the company's New York office, has moved to Chicago, where he will have charge of all business departments.

\$15,000 Executive

now in charge

MERCHANDISING SALES ADVERTISING

with one of America's largest manufacturers and marketers of necessities—and for whom his unique plans (plus economical execution) are making history this season—in, for reasons entirely personal,

Open to New Engagement

in the above stated capacities, on or after Sept. 1st. West or Middle West preferred.

American (Gentle); man of family; age, 45; 23 years' broad and intensive experience, in diverse lines—covering every step from preliminary investigations and analyses to final consumption of manufactured or service product—plus fully seasoned judgment and indomitable resourcefulness and vitality. Knows Agency practice and "the allied trades" from the ground up.

If the possibilities exist in your business—and you are perhaps weary of paying for cocksure inexperience and experimentation which hasn't "arrived"—suppose we, together, put our cards on the table.

Minimum base salary, \$12,000, plus percentage or commission. Under mutually agreeable conditions, an opportunity to acquire permanent interest would be considered.

"M. S. A." care Printers' Ink,
185 Madison Ave., New York City.

if

you can sell printing aggressively but constructively, selling customers not jobs; ideas, not "let us estimate on your job." If you believe the printer can be made the advertiser's right and left bower—

then

there's an opening for you and another like you in a New York State city. Your working conditions will be happy, your opportunity unlimited.

Here's a real opening if one ever existed.

Interested? Write Box 90, care Printers' Ink.

MONEY SAVED! FOREIGN LANGUAGE NEWSPAPER ADVERTISING

Twenty-six years' experience space buying has taught us how to save our client's money. Let us submit our estimate.

ALEXANDER WOLSKY, Inc.

"26 Years a Foreign Language Service"

Publishers' Representatives

110 West 40th St., New York Bryant 6181

House Magazines

To any company contemplating the use of a customers' house magazine, we will gladly send a copy of *The William Feather Magazine* and samples of publications we are now producing for our customers. An economical and effective service—in use fifteen years.

The William Feather Company
605 Caxton Building, Cleveland, Ohio

WANTED A Salesman with Courage

One of the largest manufacturers of the Middle West (or Central South) has a vacancy for a well-educated salesman who can point to a successful sales record and experience.

A technically educated man of 30 to 35 years of age is preferred, though not absolutely required. He must possess a character above reproach, a clean-cut and commanding personality, must be tactful, progressive, resourceful, persistent and able to meet and convince executives.

He must wear well with customers and have sufficient initiative to be able to develop sales without constant supervision. There is plenty of opportunity for advancement.

If you are positive that you can comply with the requirements outlined, it will be to your advantage to communicate with "H. S. M.", Box 92, care of Printers' Ink, giving age, education, salary earned in the past and general history.

Who Should Be Blamed for Fraudulent Advertising?

The lie and deceit in printed salesmanship is the fault of and attributable to one or all of three—the advertiser, the advertising medium, and the reader of advertising. If the advertiser didn't misrepresent, the situation would be cured. Most advertisers do not misrepresent, but a few do. The honest advertiser cannot force the dishonest one to desist. But the advertising medium can. So can the public by refusing to deal with the concern that misleads, but the public considers it the duty of the advertising medium to protect its readers. It cannot understand why a publication should provide the opportunity for the trickster to take its money by false pretense. The footpad holding the gun is as guilty as his assistant who goes through the victim's pockets.—From an address by E. J. Brennan, Manager-Counsel, Better Business Bureau of St. Louis, before the National Association of Newspaper Executives, Milwaukee Convention, Associated Advertising Clubs of the World.

Washington Advertising Club Elects Officers

At the annual meeting of the Washington Advertising Club, Washington, D. C., L. E. Rube, manager of Underwood and Underwood, was elected president; I. G. Snowden, advertising manager of Parker-Bridget, vice-president, and E. W. Wagner, advertising manager of the Peoples Drug Stores, second vice-president. The club re-elected F. X. Wholley secretary and S. M. Selinger treasurer. Harry W. Han, Arthur Burt and Earl Waldron were elected directors for three years.

American Druggists Syndicate Appointment

N. R. Hoover, formerly Eastern sales manager of the American Chicle Co., and assistant circulation manager of the St. Louis Post-Dispatch, has been appointed assistant to the president of the American Druggists Syndicate.

TWO MAGAZINES FOR ADVERTISING MEN

NATIONAL ADVERTISING Magazine tells National Advertisers how to spend advertising appropriations to the best advantage in Newspapers, Magazines, Farm and Trade Papers; analyses media and criticizes selling copy; monthly; send 50 cents for current number or \$3.00 for twelve months' subscription.

18 to 22 East 18, New York

POSTAGE Magazine is devoted exclusively to Direct-Mail Advertising.

Tells how to write Letters, Circulars, Booklets, House Magazines; monthly; send 25 cents for current number or \$3.00 for twelve months' subscription.

"GIBBONS Knows CANADA"

TORONTO

MONTRÉAL

WINNIPEG

Class
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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

ASK FOR YOUR

copy of Harris-Dibble Bulletin,
297 Madison Avenue, N. Y. C.
It presents some good periodical publishing opportunities.

Expert service to publishers or authors. Copy edited, styled for printer, galley and page proofreading. Editorial Bureau, Minnie Hoover Linton, Vanderbilt 8262, 267 Madison Avenue, New York.

500 Things to Sell by Mail—Remarkable publication. Workable suggestions. Loose-leaf, cloth binder. Prepaid \$1.00. Walhamore Company, Lafayette Building, Philadelphia, Pa.

NEW PRODUCTS WANTED

We are constantly on the lookout for new propositions. Anything that could be sold by mail or through drug stores is particularly desirable. If you have any specialty and would care to dispose of the selling rights on a royalty basis or otherwise, send full description. Box 429, Printers' Ink.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNER, FENDLER & CO.
New York City

FOR SALE—Well-established Printing Business; doing about \$12,000 per year; good line of regular work; centrally located, long lease; low rent; plenty of professional help; free of encumbrance; about \$2,500 cash required to handle, balance can be paid from earnings. Present owner has other interest which requires his time. Delightful climate, cool in summer, warm in winter; good business all year round. Write for particulars. Address P. O. Box 556, Galveston, Texas.

Employed and Unemployed Advertising and Merchandising Men WANTED

in all sections of the country to represent us in new, profitable business. Exclusive service or handle with your present position. Write for particulars. Your inquiry treated confidentially.

THE WORLDSBEST CO.
487 Broadway New York

WE WILL REPRESENT, SELL AND DISTRIBUTE meritorious products; have warehouse and office facilities. Aldon Sales Co., 114 Chambers St., New York, N. Y.

LETTERS WITH THE PUNCH ARE A SALES FORCE. BOOKLETS WITH PEP SELL GOODS. These salesmen fine-comb your territory. Your cost per sale is trifling. Campaigns planned. Address Burr, Room 1203, 15 East 40th Street.

ADVERTISING MEN

and sales managers like THE PRINTING ART (100-page monthly magazine, 9 1/4 x 12 1/4) for its most unusual exposition of interesting writing-selling principles and illustrated constructive criticism of current advertising. Printers, art directors and students admire its beautiful specimens of commercial art (full pages in color). Those subscribing in June will receive a complimentary booklet, "Advertising of Today—Upside Down and Inside Out," by Robert Ruxton. Money refunded after three issues if not satisfied. Order today—pay bill when rendered. Subscription, \$4.00; Canada, \$4.50. Published by The University Press, Cambridge, Mass.

Mr. Sales Manager—

Are you represented in New York State?

As Manufacturers' Distributors we seek an additional line of merit. References from firms now represented and banking connections. Address S. P. CO. INC., Box 438, Printers' Ink.

HELP WANTED

Wanted—Monthly and annual Hardware publications desire capable representatives to represent them in Ohio, Ind., Ill., Mich., Wis.; strictly commission basis, liberal. Excellent opportunity. 1314 Fulton Bldg., Pittsburgh, Pa.

SALESMAN—A keen young man to sell Pierce-Arrow passenger cars in Brooklyn. Applicant must have experience selling high-priced automobiles. Salary and commission. Apply by letter only. Harrold's Motor Car Co., 1119 Atlantic Ave., Brooklyn, N. Y.

WE CONNECT THE WIRES

TWO EXECUTIVES—Advertising manager who knows the building field and has had successful experience producing sales literature addressed to architects and contractors. Also sales manager familiar with office equipment lines and who has wide acquaintance among railroad purchasing agents and department chiefs. Salaries will be adequate. Registration is free.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

WANTED—Successful publishers' representative with experience for well-established national weekly on commission or flat-rate basis. References. Benedictine Press, Mt. Angel, Oregon.

ARTIST
Permanent position open to a good all-round man with artistic ideas who can make good color sketches and advertising layouts. Folsom Engraving Co., Boston, Mass.

An Unusual Opportunity for Automobile Advertising Work awaits young man who writes well and has general knowledge of sales promotion methods. State qualifications, age and salary desired. Box 452, P. I.

ADVERTISING SALESMAN
wanted by concern with national reputation as specialists in direct advertising and sales promotion work. Experienced preferred. Personality, industry, willingness to learn are essential. A "Go-Getter" salesman has opportunity limited only by his ability. Try to sell your services in first letter. Box 434, Printers' Ink.

EDITOR OF EMPLOYEES' PAPER
We need a man who can edit our employees' monthly newspaper. It has 6000 readers. He must be young, of good character, educated, and with ability to write interestingly and correctly. If he has had some editorial and printing experience, so much the better. In answering, state age, education, experience and salary expected, and send samples of your work. Residence in Pittsburgh required. Box 443, Printers' Ink.

Retail Advertising Man

Age 30 to 40, whose abilities fit him to handle advertising for chain of men's retail clothing stores. Must be able to write sincere, convincing copy and originate good display. If you are a loyal, adaptable, enterprising man, willing to start at reasonable salary and make good, the prospects are alluring. W. O. King, president, 87 Ellicott Street, Buffalo, N. Y.

COPY WRITER

wanted by nationally known concern specializing in sales promotion and direct advertising. Must be experienced; possess creative ability and write forceful, appealing copy. If you're the man you'll know the necessary attributes of such a position and present your qualifications accordingly. Just how good are you as a copy writer? Box 433, Printers' Ink.

WANTED—Advertising Man for a department store who really knows his business and who can write good copy and has some knowledge of merchandise. The business is an important one with connections with houses in several cities and there is a good opportunity for development for an ambitious young man who is willing to begin on a moderate salary and demonstrate his work. Reply to Box 442, Printers' Ink.

CONTACT AND COPY MAN

with the accent on contact—who can put the human touch into copy and who must now be holding down a *real job* in an agency known for its high copy standards.

The position is *not* in New York. Mention salary, and we'll take very good care of a scrapbook of samples. Address Box 445, Printers' Ink.

WANTED: A REAL EDITOR

The man we are looking for is at present an associate of one of the leading trade and technical paper editors—who believes he is ready for the next step. He must have a successful record—have a breadth of vision and the ability to eventually assume full responsibility of two leading monthly publications.

The right man can mold his own future. Reply in detail, stating age, positions held and salary desired. All replies considered in strict confidence. Box 439, Printers' Ink.

OPEN!**The Position of Advertising Manager**

on one of the best-known, most influential magazines in America, with an enviable advertising record. Salary and commission arrangement to suit the men. Give full details of experience and qualifications in your letter. Box 451, Printers' Ink.

ADVERTISING PLAN AND CREATIVE MAN

A man with a range of experience covering complete direct-mail advertising campaigns. Must have a good knowledge of merchandising, and be able to plan and layout effective campaigns, direct copy department, etc. Position is with a house of national reputation for the production of direct-mail advertising for nationally known concerns, with a complete manufacturing and administration department. A man with a clean record of success in a large way can find an excellent opportunity with this company. Box 435, P. I.

Classified
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P. K.
Manage
Orlando

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of Print

Classified Solicitor wanted at once. Unusual opportunity with fastest-growing paper in South. Wide-open field. If you know the game and can produce, write full particulars, past experience, references, etc., and salary wanted, to P. K. Ewing, Classified Advertising Manager, New Orleans States, New Orleans.

MISCELLANEOUS

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firm for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

POSITIONS WANTED

PUBLISHER'S ATTENTION

If you are in need of good clean circulation, write for our plan. Twelve years' experience. Box 430, care of Printers' Ink.

SALESMAN—LITHO AND MAIL

College man, office trained on dealer helps and direct-mail, now selling lithography, open for bigger sales or inside connection. Box 444, Printers' Ink.

Artist, illustrator, figure, decorative, letter, layouts, dummies, with long advertising experience, desires space with New York agency to do their art work on piece basis. Address "R. T.", Box 450, Printers' Ink.

"Know how," based on 4 years' experience, is the "how come" of this COPY WRITER'S success in stimulating sales. Of course, he's employed! He's married—and knows a little about women. College background, 26. You'll like his samples. Box 437, Printers' Ink.

WANTED—By a woman of broad and valuable experience—position as associate editor with high-class publication or advertising agency. Experienced in Ms. reading, criticism and revision; also in office systematizing and organizing. Box 440, Printers' Ink.

Account Solicitor

The right type of man.
Well equipped.
Successful.

Willing to start with moderate pay for high-class organization. Now employed. Box 447, Printers' Ink.

College graduate, with three years' experience in printing, publishing and copy writing, now employed, desires position as advertising manager or as assistant to the advertising manager of a live concern. Prefer Middle West location. Box 446, Printers' Ink, Chicago office.

If you need a young man who can write real copy, make layouts, buy printing, engravings and drawings and who has had considerable general business training and experience. I'd like to hear from you. Have handled three campaigns in two hundred newspapers during the past fifteen months. Willing to go any place where there's an opportunity. Address Box 436, care of Printers' Ink.

WE CONNECT THE WIRES

SALES and Advertising Manager, with eight years' executive experience, wants \$4,000 position. Range includes market investigation, personal selling, hiring and directing salesmen and creating sales literature. Has sold automobile accessories, chemical products and varied lines of big mail order house. Knows purchasing agents in Eastern States and Canada. Age 38, married, college and legal education. Our No. 5045-B.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

Young woman, university graduate, special courses in advertising, secretarial experience, advertising experience in layouts and copy with large corporation available June 15. References on request. Box 448, Printers' Ink.

A man of thirty years, whose training and experience as an assistant advertising manager, copy writer and space buyer have been exceptionally thorough, desires to handle a progressive manufacturer's advertising for a reasonable salary plus an opportunity as assistant sales manager. Please send samples of your advertising material. Box 432, P. I.

Publicity and sales promotion executive, age 35, at present and for ten years past employed by large chemical concern, is seeking position with greater future possibilities. Fifteen years' experience in manufacturing lines, handling general advertising, sales promoting systems and correspondence, preparation of literature, catalogs, etc. References. Salary commensurate with opportunity. Address Box 431, Printers' Ink.

DO YOU NEED

in your organization a man of experience and proved ability in creating, selling and producing interesting and convincing advertising—

one who can write copy, prepare attractive and practical layouts, direct art work and production details?

If so, let me hear from you. I am looking for a job with plenty of work—one that will pay \$50.00 per week and carry many times that amount of responsibility. Box 449, Printers' Ink.

COPY WRITER

Original ideas—original copy that is a money result-bringer. Four years' advertising in university. Splendid knowledge of types, layouts, retail and national advertising, campaigns, sales letters, etc. Was assistant editor of small weekly. Now wishes to be assistant advertising manager or copy writer for N. Y. C. progressive manufacturer or agency. Box 441, P. I.

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Outdoor Advertising

NATION-WIDE

110,000,000 CIRCULATION

COLOR—

that not only attracts
but *identifies*—one of
12 advantages of

OUTDOOR ADVERTISING

Thos. Cusack Co.

CHICAGO

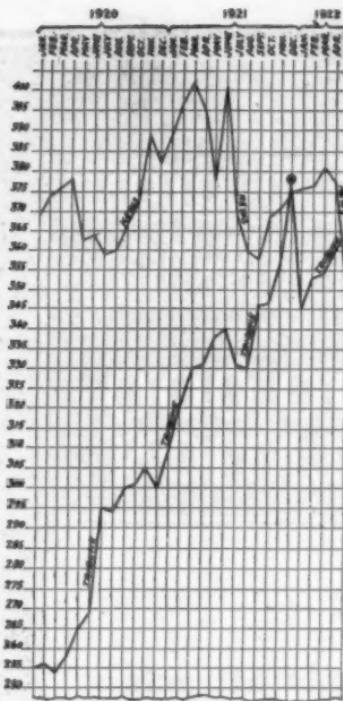
HARRISON
LOOMIS &
CONGRESS STS.

NEW YORK

BROADWAY
FIFTH AVE.
AT 25TH ST.

BRANCHES IN 45 CITIES OPERATING IN OR
REPRESENTING OVER 8,500 CITIES AND TOWNS

June 15, 1922



City and Suburban CIRCULATION

The Chicago Tribune
The Chicago Daily News

*Abnormal figures in November and December, 1921, due to Cheer Check Campaign.

FOR years the largest circulation among Chicago newspapers (city and suburban, as well as total) has been that of The Sunday Tribune. For years the largest week-day circulation, exclusive of Sunday, has been that of The Daily Tribune. During May, 1922, The Tribune set a new record in that its net paid city and suburban circulation on week days, exclusive of Sunday, exceeded that of The News. The figures follow:

	City and Suburban Circulation	Total Circulation
May, 1922		
Tribune (daily, excluding Sunday)	365,710	509,767
News	354,743	374,683
Tribune lead	10,967	135,084

The **TRIBUNE** *is first in*
Chicago